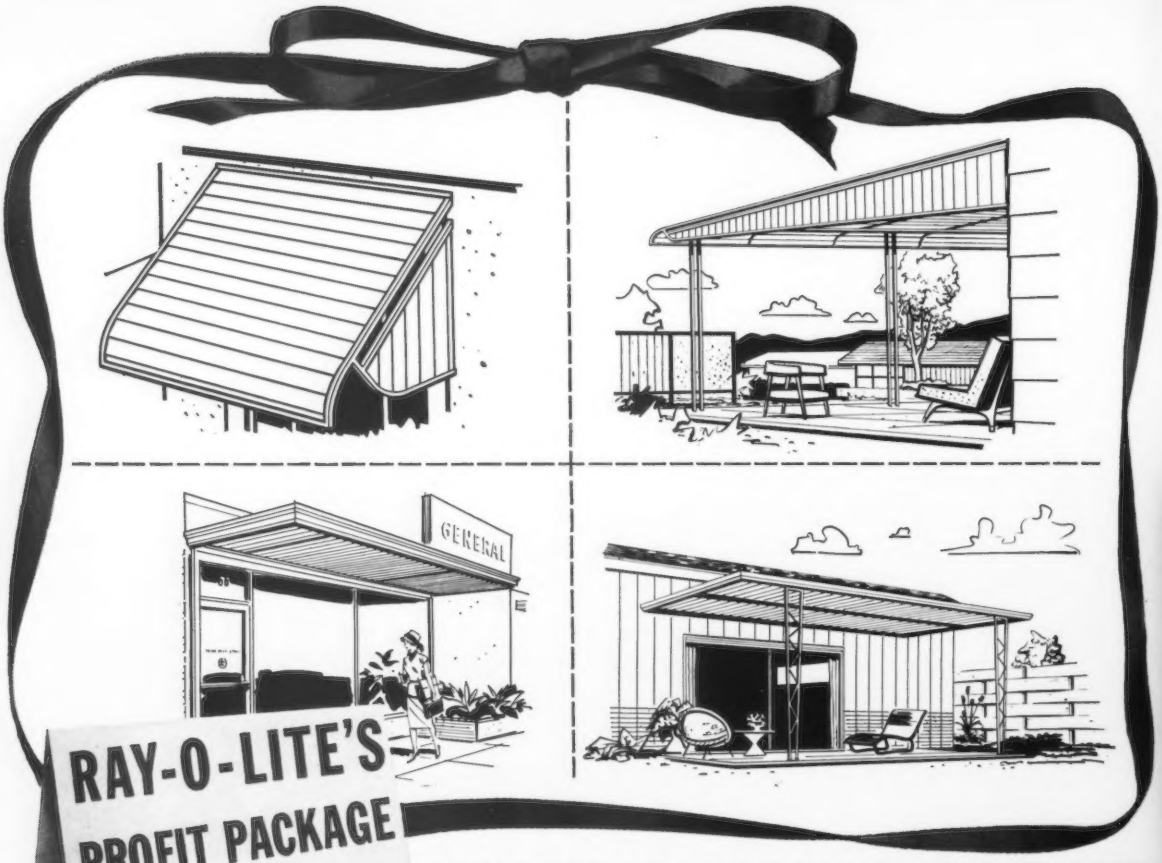
Fence Industry

TRADE NEWS

MAY 1961 • The Journal for All Fence Erectors and Suppliers • 60¢ per COPY



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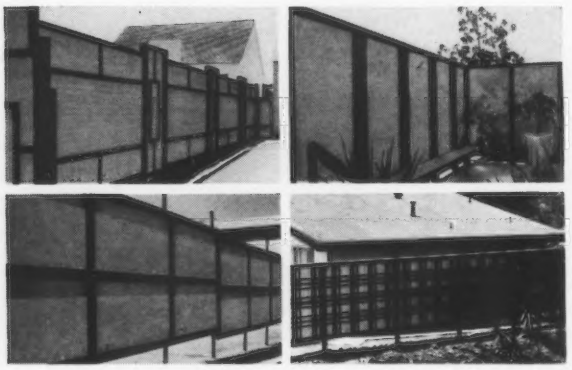

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GUARANTEED 15 YEARS
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NEW!
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Translucent Corrugated Fiberglass Panel in Rolls
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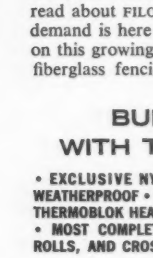

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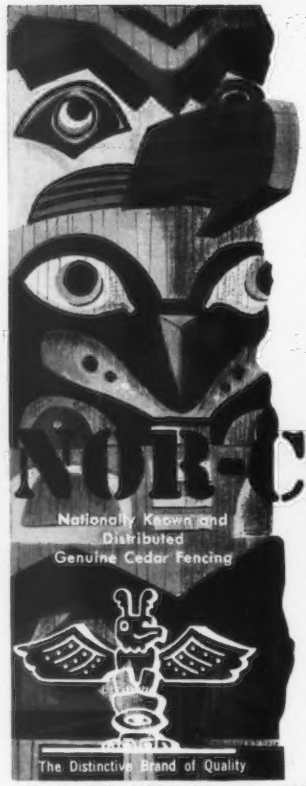

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The only fabric made of Konik Steel for greater strength and increased rust resistance

Longer Fence Life—Lower Maintenance Costs—these are powerful fence selling features. You get both when you use Continental Fabric. Proved in thousands of installations. Every link is made of Konik Steel . . . stronger by actual test plus increased clear through rust resistance. Galvanized after weaving for double protection. Heights and gauges to meet all residential-industrial needs.

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SHIPPER ASSOCIATIONS SOMETIMES ARE COSTLY

Before joining any shipper group check your door to door delivery as added costs can exceed saving.

In fencing, as in many other industries, shipping costs figure significantly in total operating costs. Sometimes a saving in shipping costs can mean the difference between a good year and a merely mediocre one.

When investigating the possibility of saving on shipping charges, some firms get quotations from what are called shipper associations—there are several thousand of them probably available to the industry. They claim to achieve reduced transportation rates—and often they do.

However, before drawing any conclusions about the value of shipper associations, it is wise to consider two factors usually not included in a sales talk about their merits: (1) the legal status of any particular shipper association; and (2) whether or not the *total* cost door-to-door is actually cheaper.

With regard to this second factor, what it costs to pick up and deliver —on either side of the line-haul from shipper to consignee—should be probed with care. In many instances, pick up and delivery charges, together with handling charges for consolidation and distribution, more than offset the line-haul rate reduction made available by the use of association facilities. Ancillary charges plus the line-haul rate may *total* as much or more for a laid down transportation cost than that charged by common carrier.

With regard to the legal aspect, it should be remembered that the Interstate Commerce Act prescribes strict and narrow limitations for the legal operation of a shipper association. It should be pointed out that a considerable number of legal complaints against shipper associations are pending.

The only real value of a shipper association, it might be said, is the saving of *substantial* amounts in door-to-door service.

This is all the more the case since to gain the benefits of an association, one must join, and if one joins, one is also legally responsible, should the association and its individual members be cited in a legal complaint.

Therefore, it would seem, the shipper association should be *thoroughly* investigated before cost benefits can be assured, and legal entanglements avoided.

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The best profit-building new product to hit the fence industry in many years is Panelweve...because Panelweve helps you build volume and profits two ways.

NEW SALES TO OLD CUSTOMERS

Every owner of a chain link fence is a prospect for Panelweve. Inexpensive and easy to install, Panelweve aluminum pickets provide the glamor and privacy your chain link customers didn't think they could afford.

MORE SALES TO NEW CUSTOMERS

Sales volume goes up when you sell link fence plus Panelweve. This profit-producing combination gives your customers everything they want in a fence — beauty and glamor, plus the durability and low maintenance of steel and aluminum.

PANELWEVE has these built-in sales advantages:

- Exclusive "Lok-Top" design
- Made from spring-tempered Reynolds aluminum
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- Pre-cut to exact lengths
- Simple to install in any chain link fence
- Nationally advertised

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Distributed nationally by leading fence manufacturers. Write today for the name of your distributor.

Panelweve* "LOK-TOP" ALUMINUM PICKETS

ALL PRODUCTS COMPANY, DEPT. C MINERAL WELLS, TEXAS

Vol. 4
No. 5

Fence Industry
TRADE NEWS

MAY
1961

The Journal of all Fencing and Erecting

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Imports from Many Foreign Lands — Cover
The labels and shipping tags and advertisements are a reminder that some fence materials are being imported into the U.S. in exceptionally large quantities. The feature article on pages 15-18 of this issue reports on the dangers to the American economy when imports are too large.

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NOTICE!

Closing date for all advertising and editorial matter is the 1st of the month preceding the date of issue. Omissions or errors appearing as a result of receipt of late copy cannot be construed as the fault of the publishers, nor can proofs be furnished on late copy subject to revisions or corrections.

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Our Right To Excel

GUEST EDITORIAL

By Edward C. Logelin
Vice President, United States Steel Corp.

Those of us who have been in business for some time can well remember when there were fewer evidences of economic health than we enjoy today. We have faced many problems before, and severe ones too, that led professional gloomsters to urge us to abandon industrial free enterprise in favor of some sort of directed economy.

The world's history contains numerous examples of nations which have given up free economies on the assumption that some "benevolent leader" or some "collective direction" will somehow prove superior to individual effort to achieve and sustain their wants. Time after time these attempts to avoid individual responsibility have resulted, not in the achievement of a better life for all, but in a lowered standard of life—an equality of mediocrity, if you please.

I'm not arguing for complacency—far from it. There is much to be done if we are to assure for ourselves and our children the industrial capability a free people must have to remain free and self-sustaining. But I do say that our effort to improve our economic climate should be made —not from fear—but from confidence. The industrial ingenuity that brought our nation to the highest level of material wealth the world has ever known will take us further yet. And when the summit is not even in sight, it seems to me to be pretty silly to start thinking that we have passed it.

To remain competitive and stay in business, we must sell our product or service at a price that not only covers its costs, but also returns a profit sufficient to replace the machines and pay for the research that is so vital to a dynamic economy, as well as to provide the incentive to cause people who save to invest their funds in the business.

I'm sure it's not news to you that the most important element in the cost of the products we produce in this country is the cost of employment. Throughout American industry as a whole, employment costs, direct and indirect, constitute at least 75 percent of all costs involved in the production of the finished items. I'm sure you know that hourly employment costs of our foreign competitors are substantially lower than those in the U.S. In many European countries our competitors also enjoy the advantages of more favorable depreciation policies.

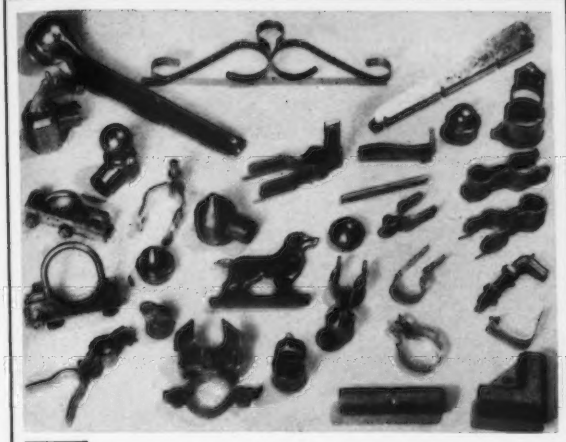
Encouragement of initiative is one of the major goals that we as businessmen can espouse. The freedoms we enjoy in this country carry with them an obligation upon each one of us to protect them jealously, and to pass them along intact to those who follow.

The freedom to innovate, to express ourselves, to change, or to travel—to rise as high or go as far as our individual capability will take us, are all part and parcel of the incentives to achievement which have brought this nation's people so far and can take them much further.

The right to acquire and hold property is basic to our constitutional system, and is also a prime personal incentive.

While no one would deny the right of property, it is conceivable that this basic tenet could be eroded away through the relentless drain of apathy or misunderstanding. For example, it's possible that steeply progressive personal income taxes and/or inadequate depreciation allowances will eat away savings and investments.

I believe it is essential for businessmen to express their determination that the incentives that made our nation great shall *not* be worn away.



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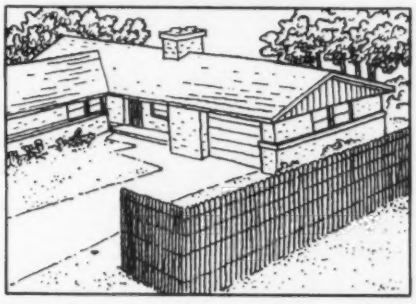
MFG. OF CHAIN LINK FENCE FITTINGS AND GATES

Call Collect . . . WHitehall 9-4424
Buy 200 lbs. — Get Free Delivery

QUALITY PRODUCTS THROUGH PROGRESSIVE ENGINEERING

YOUR CUSTOMER IS INTERESTED IN PROTECTION!



Important outdoor areas, his pool, his garden, his patio, can be protected by a size and style of Lincraft Ornamental Wood Fences. From 3-foot high garden picket fences to 6-foot high basketweave or stockade fences, with Lincraft you suggest protection combined with beauty to blend with any landscape. A suggestion which can lead to EXTRA profits for you.

We invite you to inquire about adding Lincraft quality products to the other fine items you now handle. We have dealerships available.

Lincraft inc.

404 East Broad St., Burlington, N. J.

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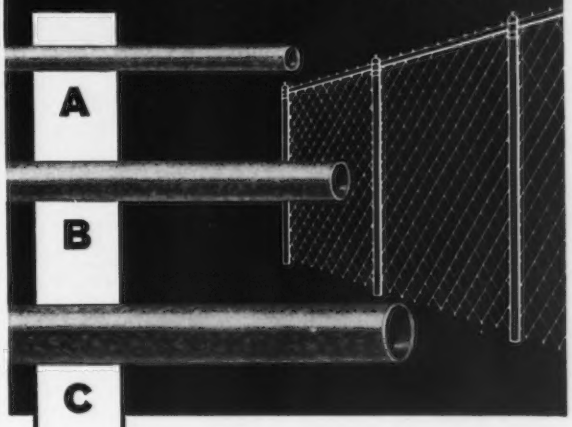
A COMPLETE LINE OF HOT-DIPPED GALVANIZED TUBULAR PRODUCTS FOR THE FENCE INDUSTRY



Improve the appearance of your chain link installations with these superior hot-dipped galvanized products:

A ELECTRIC WELDED STEEL TUBING
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Seasonal upswing in fencing took effect in mid-April. March was spotty for some and excellent for others. Some dealers reported "booming" business in March and for most it was just "mediocre." Early April spot checks indicate business will be as good or better than during similar period in 1960.

Wood fence manufacturers are continuing to report seasonally strong business and most expect to boost their 1961 gross. In the upper peninsula of Michigan, conditions were unusually favorable for an abundant cut of white cedar and stockpiles are exceptionally large. This is in contrast to a year ago, when the yield was unfavorable. Some manufacturers are hopeful that machine molded picket will be in great demand during 1961.

Chain link fabricators and dealers in the main have come through a rough period although the weather in most areas gave the season an early start. This phase of our field was also spotty with some reporting a business surge requiring expansion and others "so-so". The general feeling is that chain link is holding its own as compared to 1960. It is expected that industrial and highway jobs will increase the volume in 1961.

Imports may cut deeper into the wire fence field in 1961 and manufacturers are seeking ways and means to combat this threat. (See CF&I story, page 15). For example: almost 53,000 net tons of barbed wire imported to the U.S.A. last year as against only 565 tons exported.

Government aid to depressed areas may backfire, some say, as economies are put into effect in other areas. Shutting down some army and air force bases, the main industry for certain towns, has now placed them as depressed. There's no happy medium no matter how well meant the purpose.

Unemployment continues high. The figure for March, reported in mid-April, stands at 5.5 million. The seasonally adjusted rate of unemployment, says the U.S. Dept. of Labor, was 6.9% in March—still hovering around the 7% mark. It will have to move to 4% or 5% before a healthy economic upswing is indicated. The upswing in steel and other fields during April if continued, may cut unemployment figures down to 5% by June's end. This will bode well for year end figures.

Automation, as well as other changes in industry, plus the possible adverse effects of increased imports—all contribute to what The National Planning Association calls the "hard core" of jobless workers. A 45-page report issued by the Association includes this statement: "Even if in a cyclical upswing unemployment sometimes becomes alleviated, this does not mean that its causes are being removed."

Retail sales for March are reported as 1% above February, but 1% below March a year ago. This may be due to the fact that the U.S. public to some extent decreased its buying on credit. As a result, retail sales suffered—likewise the fence industry.

Western Europe's Purchases of U.S. goods aiding our economic recovery. This area's purchases, according to the Wall Street Journal, amounted to $6.7 billion in 1960, up from $4.7 billion in 1959, and accounted for approximately two-thirds of the rise in U.S. exports.

Indicators of a healthy business upswing! Industrial production rise during March although fractionally. Homebuilding spurted approximately 7-1/2%. Personal incomes were on the rise, and unemployment figures are dropping. Tax breaks as business incentives are in the government hopper for prompt action. Steel makers were building up a backlog of orders in early April, for May and June deliveries far surpassing previous months.

FTC rules that salesmen's commissions are brokerage. This may effect many companies paying salesmen a sliding scale of commissions and passing on the savings to their customers. This applies to the salesman whether he is merely an agent of the company or an employee, which places them in the sphere of the Robinson-Patman Act restrictions. In brief, FTC says a company that pays smaller commissions on large orders and then passes on the savings to the customer, is committing an illegal act. Giving the customers the benefit of the lower commission is breaking the law. It is expected that this ruling by the FTC will meet with strong opposition and will be tried in the courts.

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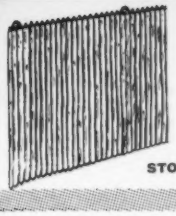
EARLY AMERICAN RUSTIC FENCING

From Northern Michigan's White Cedar Forest
America's Most Durable Fence Wood



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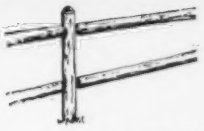
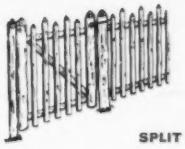
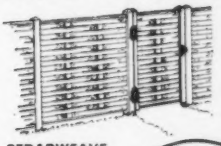


ROUND RAIL



SPLIT PICKET



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Write today for brochure and price list.

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Made From Virgin Aluminum Alloyed to Give the Best Service Known for Fence Fittings

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They are light enough to be competitive and strong enough for hard usage.

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Sell REALOCK...

the fence with the extra benefits

Realock—the *quality* chain link fence made in the U.S.A.—gives you and your customers these big benefits:

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- **New Safety Link Fence** — Realock now offers a 1″ mesh which is virtually climb-proof, making it very popular for families with small children.
- **Extra strength** — Made of top grade steel wire, a Realock Fence can withstand lots of punishment.
- **Weather resistance** — Galvanized with a heavy zinc coating, Realock Fence assures long-lasting resistance to corrosion.
- **Prompt delivery** — Large quantities of Realock Fence are stocked in warehouses located in key cities across the country to fill your orders *without delay*.
- **Sales aids** — To increase inquiries for Realock Fence, we'll supply you with free promotion material which you can distribute to prospects.

For full details about Realock Fence—a product of a nation-wide steel company—contact the nearest CF&I sales office.

8136

THE COLORADO FUEL AND IRON CORPORATION
Denver • Oakland • New York
Sales Offices in Key Cities

Legal Aspects of Fencing

Problems which confront the erector of fences, from the viewpoint of law

By Howard Newcomb Morse

(Author and attorney, contributor to American Peoples Encyclopedia, Chicago Bar Record, Southwestern Law Journal, Loyola Law Review, and others.)

Fence Not an 'Attractive Nuisance'

The Malvern Light and Power Company was a corporation owning and operating an electric light company in Malvern, Iowa, and was supplying power to the Malvern Milling Company for the operation of a large flouring mill. Three of the light company's wires were carried from a crossbeam near the top of a high pole to another crossbeam attached to the same pole at a height substantially parallel with eaves of the motor shed of the milling company to which they were attached and from which they were carried directly and immediately into the milling company's motor shed.

The light company's pole stood about 30 inches from the building and was surrounded by 10 strands of galvanized barbed wire securely fastened to four posts so arranged and set in the ground as to leave an open space between the pole and the fence. The wire fencing was obviously erected in the manner stated for the purpose of preventing persons from coming in contact with the electric wires which entered the motor shed about six feet above the ground.

The posts to which the barbed wire was attached were from 26 to 40 inches apart, and the strands of wire were six or seven inches apart. From the ground to the top wire was about five feet and six inches. The mill and electric light pole of the light company were located on a large unenclosed lot with a yard on the east side about 30 feet wide and one-half block in length, and on the north side by a yard about 100 wide and 150 feet in length. There was a street or highway adjoining the yard east of the mill.

Russell Edwin Davis, a child under the age of six years, stood with both feet on the eighth wire from the ground, to which place he had climbed on the wire fencing. Leaning over the top wire with his stomach lying thereon, he was able to, and did, reach and take hold of the electric wire nearest to him and above the crossbeam from which the same was carried into the motor shed. The wire taken hold of by him was imperfectly insulated and carried 2,300 volts of electricity, and he was instantly killed.

Russell's father filed an action in the District Court of Mills County, Iowa, against the light company to obtain damages for the alleged negligent death of his son. The court rendered judgment in favor of the light company, and the father appealed. He invoked the "attractive nuisance" doctrine, attempting to predicate liability on the part of the light company on that doctrine. He contended that:

(1) the several strands of barbed wire attached to the posts surrounding the electric light pole, together with their immediate surroundings, were likely to attract children, and

(2) the light company, its officers and agents, should have known therefrom, together with the open and exposed condition of the property, that children would be likely to be attracted and injured thereby.

The Supreme Court of Iowa sustained the decision of the lower court. The Supreme Court declared: "The doctrine under discussion should not, therefore, be extended so as to include and make every machine or agency capable of injuring children, or that may to some extent appeal to the caprice or buoyant instincts of childhood an attractive nuisance. To do so would impose an unreasonable burden upon property owners and unduly restrict the proper and rightful use thereof. While a barbed wire fence surrounding a pole in close proximity to a building might offer some temptation to a boy habitually frequenting the premises where same is located to climb, it would, in our opinion, be an unwarranted extension of the doctrine under consideration to hold that same constituted an agency or instrumentality reasonably calculated, or likely, to attract small children."

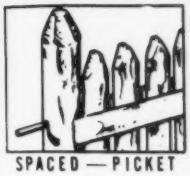
Owner Not Liable for Injury

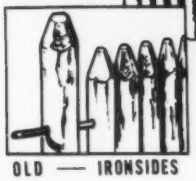
Joseph M. Bennett was the owner of a dwelling house on the corner of Spruce and Quince Streets, Philadelphia, which was in the occupancy of Dr. Andrews, a tenant. Stephen Kelly, a barber, while passing upon the icy sidewalk on Quince Street, slipped and fell. As he was falling, he reached out his hand to recover himself and struck the fence guarding the areaway to Bennett's dwelling. The fence had spear-pointed projections upon its top rail, upon one of which Kelly's hand was thrown, causing him severe and permanent injuries.

Kelly instituted an action in the Court of Common Pleas of Philadelphia County against Bennett to obtain damages for his injuries. The court entered judgment for Kelly, and Bennett appealed. The Supreme Court of Pennsylvania reversed the decision of the trial court. The Supreme Court declared: "The defendant was not shown to have been negligent in any respect. . . . . It will not do to hold that, when a man slips upon an icy pavement, the owner of . . . . the fence . . . . upon which he falls, must compensate him for any injury he may receive. Few men would be willing to own property under such conditions."

MANUFACTURER of QUALITY RUSTIC FENCING

STOCKADE


SPACED — PICKET


OLD — IRONSIDES

PARISIENNE — PICKET

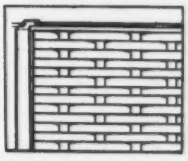
PATENT
NO. 2,918,261
APPROVED DEC. 22, 1959
PENDING SINCE MAY 29, 1957

E. J. BERGERON FENCE CO.

WARREN MICH.

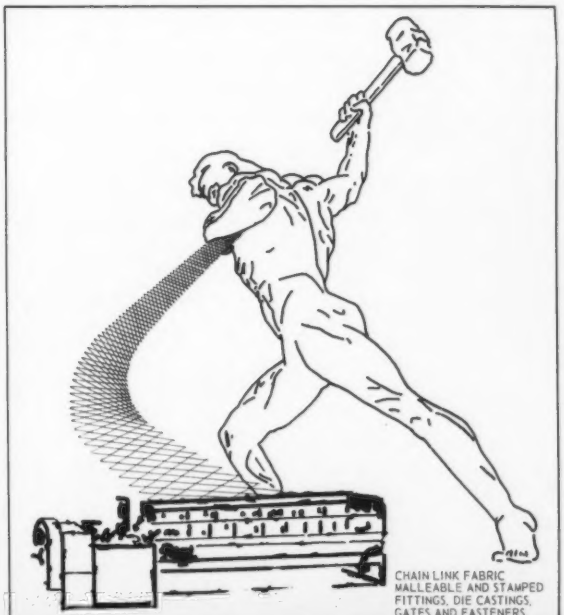
Our Patented Method of Erection for Prefabricated Panels Has Proven itself By Continuously Saving 25% to 50% on Labor

REDWOOD. BASKET WEAVE



PHONE, WIRE OR WRITE

OFFICES • 21612 SCHOENHERR RD. WARREN, MICHIGAN
PHONE – LAkeview 1-3287 or PRescott 7-9316
MILL – RUDYARD. —— MICHIGAN



CHAIN LINK FABRIC MALLEABLE AND STAMPED FITTINGS, DIE CASTINGS, GATES AND FASTENERS

ALL YOUR FITTINGS FROM 1 SOURCE.....

Hackney VULCAN BRAND

P.O. BOX 22 – POWDERLY STATION – BIRMINGHAM, ALABAMA

HAYNES EARTH DRILLS

WHY MORE ERECTORS ARE BUYING HAYNES AUGERS

★ QUICK CHANGE SNAP-ON AUGERS WITH BOLT-ON POINT and BLADES—DRILL ALL SOILS—SAND ROCK AND ROCKY GROUND
★ FLEXIBLE CABLE DRIVE FOR PORTABILITY
★ CENTRIFUGAL CLUTCH AND FINGER-TIP THROTTLE CONTROL
★ 2½ – 3 or 4½ HP CLINTON or BRIGGS STRATTON ENGINES
★ ENGINE ON WHEELS – LIGHT – EASY – ONE-MAN OPERATION
★ HIGH SPEED AUGER CUTS HOLES FASTER AND CLEANER WITH NO STICKING

SNAP-ON AUGER SIZES 4" 6" 8" 9"
WITH EXTENSIONS FOR GREATER DEPTHS

HAYNES SEE YOUR DEALER or WRITE MANUFACTURING CO., Livingston, Texas

Stanley M. Broski, President, CLFMI.

Chain Link Fence Manufacturers Institute

At a recent meeting of the Institute, it unanimously established specifications for steel chain link fabric. This action is expected to be the forerunner of other specifications now under study by various committees.

As a result of meetings held at the Riviera Motor Hotel in Atlanta, Ga., on Feb. 15-16, The Chain Link Fence Manufacturers Institute, 630 Third Ave., New York 17, N.Y., took the first step of a comprehensive program to create voluntary standards for the *Chain Link Fence Industry*.

By unanimous vote of its membership, the Institute established specifications for steel chain link galvanized fabric, the text of which appears in this issue.

This is the forerunner of other specifications, now under study by various committees, which will provide quality standards for all types of chain link fabrics in general usage in the industry. This will make them more acceptable to the trade, and promote sound commercial practices with reference to their manufacture, marketing, and application. These standards will include technical requirements for basic materials, dimensions, tolerances, testing, and/or other details.

The creation of these standards is very much in the public interest. It is planned that manufacturers and distributors will refer to the chain link standards in all advertising, and by means of quality labels on the products, thereby assuring the public that they are buying only quality products that will promote confidence and understanding between buyer and seller.

The continuous objective of The Institute is to (1) define adequate quality levels (to which will be given the widest possible publicity) for these products in accordance with the principal demands of the trade; (2) to promote close adherence to the highest quality standards.

Other highlights of the Institute's recent meeting included the formation of committee and the appearance of a guest speaker.

The following comprise the **Aluminum Standards and Specifications Committee:** James D. Case, committee chairman, Nichols Wire & Aluminum Co.; Robert R. Brannan, Anchor Fence Division, Anchor Post Products, Inc.; Eugene D. Bryant, Bryant Machine Co., Inc.; Victor A. Burdick, The Colorado Fuel & Iron Corp.; Frank E. Kyndberg, Cyclone Fence Department, American Steel & Wire Div., United States Steel Corp.

The Workshop Committee for Pipe and Tube Specifications: William Schindler, chairman, Hurricane Steel Industries; Robert R. Brannan, Anchor Fence Division, Anchor Post Products, Inc.; Ramon Echols, Atlantic Steel Co.; Michael Metrock, Hackney Mfg. Corp.

Industry Promotion Committee: V. A. Burdick, chairman, The Colorado Fuel & Iron Corp.; H. A. Lawrence, Halco Mfg. Co.; John Heimans, Jr., San Jose Steel Co., Inc.; Donald Woodruff, The Robertson Fence Co. This committee will coordinate the entire program of the Institute and publicize its functions with the public as well as the industry itself.

John L. Marshall, assistant manager of the Cyclone Fence Department, was guest speaker at a luncheon and gave a very enlightening talk to the membership under the title of "Residential Inquiries Unlimited." This was the first of a series of informative industry discussions which will form a plan of procedure as the Institute meetings progress.

The Institute also welcomed the presence of the following guests who observed the proceedings: William Kemp of Bell Fence & Galvanizing Co., and Roy V. Runnels of Atlantic Fence Mfg. Co.

The Institute's president, S. M. Broski, Jr., Broski Bros., Inc., said: "With each new activity on the part of the Institute, I grow more confident that the members of the Chain Link Fence Manufacturers Institute can and will deliver a program that will go far in building a sound base for a healthy, active fence industy. I am sure that all elements of the industry readily vizualize the tremendous potential of our Institute program, and I hope that they see the same bright future for all fence firms."

CHAIN LINK SPECIFICATIONS

1. SCOPE

These specifications cover zinc coated (galvanized) steel chain link fence fabric.

2. DEFINITIONS

(a) Chain link fence fabric is a fencing material made from steel wire helically wound and interwoven in such a manner as to provide a continuous mesh without knots or ties except in the form of knuckling or of twisting and barbing the ends of the wires to form the selvage of the fabric.

(b) "Knuckling" is the term used to describe the type of selvage obtained by interlocking adjacent pairs of wire ends and then bending the wire ends back into a closed loop.

(c) "Twisting and barbing" is the term used to describe the type of selvage obtained by twisting adjacent pairs of wire ends together in a close helix of 1½ machine turns which is equivalent to three full twists, and cutting the wire ends at a sharp angle to provide sharp points. The wire ends beyond the twist shall be at least ¼" long.

3. BASIS OF PURCHASE

Orders for chain link fence fabric purchased under these specifications shall include the following:

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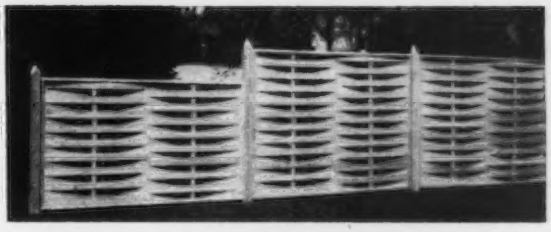
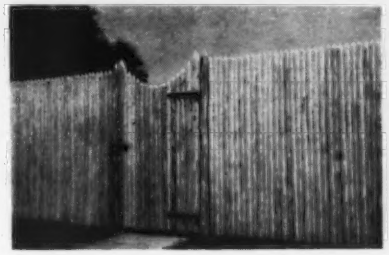
FARLEY FENCES

217 DAVIDSON BUILDING
BAY CITY 1, MICHIGAN





When you sell FARLEY FENCES — you sell QUALITY! This quality, which pleases your customers, is found throughout the complete selection of styles of Farley Fences. Farley prices also please — which means more sales and profits for you! The Farley Fence line includes both rustic and dimensional types in Michigan White Cedar. A limited number of dealerships are available to those who qualify. Write immediately for details.

DIXISTEEL®
CHAIN LINK FENCE
FITTINGS • ACCESSORIES • PIPE • TUBING

A single source for all of your fencing needs. Adequate stocks. Full range of heights and weights of fabric. Competitive prices. Shipments made when specified.
Dixisteel Chain Link fabric is made from our own copper-bearing steel, woven, and then hot-dip galvanized in our own plant.

ATLANTIC STEEL COMPANY
P.O. BOX 1714 ATLANTA 1, GEORGIA

"Tri-Set"®
POST ANCHOR

★ INEXPENSIVE UNIT WITH A HIGH PROFIT POTENTIAL. INSTALL IT OR SELL IT! ★

★ ASSURES A TRUER, FASTER and STRONGER POST SETTING. ★

SAVES TIME—LABOR—MONEY!

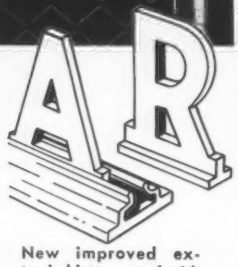
No costly equipment is required to set posts with "Tri-Set". EASY AS A-B-C. Dig post hole (or drive post). Place post with "Tri-Set" ring. Drive the blades. Tighten the ring. It's easy! "Tri-Set" is a tried, proved, engineered product.

WRITE FOR COMPLETE DETAILS AND ILLUSTRATED BROCHURE.

NATIONAL FENCE PRODUCTS, INC.
4620 W. 54th St. — Tel. PO 7-9292 — Chicago 32, Ill.

DUN-MOR
Nameplate
GATE GRILLES

Built of sturdy 3/16"x3/4" extruded aluminum bar, using regular Dun-Mor Slide-in letters. Complete nameplate gate grille can be made up in minutes in your own shop.



New improved extruded letters used with Dun-Mor Raceways. Letters stand 1-1/2" high over base with full 1/8" thickness.

DUN-MOR
Initial
GATE GRILLES

Ideal Fence Sales Stimulator!

Easy to assemble. Drop the desired cast aluminum initial into the pre-fabricated scroll and fasten with three small bolts. No special tools needed. 6" diameter initials.

LIST PRICES

No. 245	Rounded ends with scrolls	$4.75
No. N245	Round ends with number raceway	5.20
No. 290	Flaired ends with scrolls	4.75
No. N290	Flaired ends with number raceway	5.20
No. 240	Initial Gate Grille (6" Initial Extra)	3.25
No. 606	Initial for above Grille	1.20
Letters and Numbers for Nameplate Grilles		.10 ea.

DUNCAN MORRIS CO.
48 NORTH VALLEY ST. AKRON 3, OHIO

GIBRALTAR FENCE CO
Manufacturers and Distributors

★ CHAIN LINK FABRIC, Steel — Aluminum.
★ POST and TOP RAIL, Galvanized.
★ GATES, Standard — Custom.
★ TRI-SET, New Post Setting.
★ WOOD-LINK, Chain Link with Redwood Slats.

"FILOPLAST"—Manufacturer and Distributor of Plastic Coated Galvanized Chain Link Fabric and Wire. Choice of colors.

"PANELWEVE" Aluminum Slats In Colors.

GIBRALTAR FENCE — HOUSTON, TEXAS

WHOLESALE ONLY
Fast Service
Free Catalog

P.O. Box 7785
Houston 7, Texas
Phone UN 9-2476

RUSTIC WOOD FENCE by **WOOD PRODUCTS**

Manufacturers—Wholesalers

Expert Timbermen 33 Years in Business

Sell Our Nationally Known Fences

Large stocks in Toledo and at our Yards in the Virginias enable us to ship promptly from nearest point or we can serve your trucks.

2, 3, 4 and 5 rail. Hand split chestnut rails Chestnut or locust posts.

WRITE for CATALOG
of complete lines

WOOD PRODUCTS CO. Phillips Ave. **Toledo Ohio**

Effective techniques in both business and sales are successfully combined by Texas Fence Company.

Right, office building and yard of Texas Fence Co., on one of Texarkana's main highways. Large yard behind office building enables the company to store a large inventory of materials and thus save on shipping charges with quantity orders.

Dealer Utilizes Sound Sales-Business Techniques

The steadily expanding business of the Texas Fence Co., Texarkana, Tex., can be attributed to three business principles. These are buying in large quantities to save freight costs; hiring a top-notch foreman with eight years of experience in fence building; and working with out-of-town salesmen who are well respected by the people of their communities.

Advertising also plays an important part, according to owner R. L. (Bob) Stark, who is now selling fencing in several counties of Texas and Arkansas.

Taking these methods in the order named, Stark says that shipments from New Orleans are much cheaper when bought in large quantities. "I charter a local truck each time," he explains. "It carries 20,000 pounds of fencing and 14,000 pounds of posts. I now save from $100 to $200 more for each trip than if I bought in smaller quantities. This amounts to quite a lot over a year's period, because we are using from one to two truck loads per month."

Getting a good foreman is another way of saving money. The man we have not only knows fences, but is a hard worker and can get the utmost from each one of his helpers. Each worker is paid on a footage basis, with the foreman getting a quarter of a cent more than the others. "The workers," says Stark, "will put up more fencing on a footage basis. The foreman makes sure the work is done properly, and this relieves me of much supervision." The company has one main local crew, but puts on others during the busy season.

There is nothing new, of course, in hiring out-of-town salesmen, except that Texas Fence goes one step further than some companies. Stark takes regular ads in the small town newspapers where his seven salesmen live, and he plays up their names in each advertisement. The people learn who represents the company—they will call on the salesman, whereas they might not telephone or write the main office in Texarkana.

The main crew of the Texas Fence Co. is here installing a chain link fence for an industrial firm. The foreman at far right lends his many years of know-how to speed up job, do it properly.

"I picked these men carefully," says Stark, "and got men who were working full time on good jobs. They are all well respected by their fellow townspeople, and they are the type of men who want to get ahead."

Each salesman is given a franchised territory to cover. When getting an order, he plots the size of the yard, gives the customer an estimated price, which he sends to the head office. Bob Stark either approves the proposal, or telephones the salesman to suggest changes. The salesmen are brought to Texarkana for training; there they learn about the various kinds of fencing, something of construction, how to sell, in addition to being drilled thoroughly on prices.

Texas Fence has a liberal advertising budget. Classified ads are used daily in the local newspaper, while display advertising is carried once or twice a week. The ads list the main types of fencing, which include basketweave, chain link, cedar stockade, and redwood. The ads also mention other items, such as carports, awnings, and galvanized clothes poles. The customer is told that a free estimate will be made, and that he may take up to 36 months to pay.

"We also use radio and television," the owner reports, "with radio being one of our best media. We use from five to seven spots a day, with each one lasting about 60 seconds. People see our ads in the newspaper, then radio refreshes their memory of it. Television is used sparingly, and is most effective for showing new products or some nice fence we have just installed."

The company tries to keep out of price wars. One way to overcome cheaper competition, Stark points out, is to keep stressing the beauty of the fencing and the high quality of the construction. "If you mention price too frequently," he says, "people become price-conscious. It is better to show them the advantage of having a well-built fence and keep stressing that angle."

What Every Salesman Should Know

THIRD OF A SERIES

This month: Do not overlook "dead" leads, since it is axiomatic that a prospect is "live" right up to the minute he buys.

Potential buyers of fences—the "leads" and "prospects" for the salesman—are at the very heart of successful selling. The more leads, the more sales: invariably this is the case if figured on a percentage basis. It is axiomatic that leads can be equated with livelihood. Even so, their importance sometimes is over-looked or carelessly regarded. Let's examine the subject briefly.

Every fence salesman and every fence sales organization have their accepted, and usually similar, methods of obtaining prospect leads. But problems begin when conventional methods fail to produce enough leads. What then? It may then be time to remember that, until he is actually sold a fence, a prospect is always a potential buyer.

Some of the more usual methods of obtaining leads, of course, include (1) newspaper advertising; (2) listing in classified directories; (3) referrals from satisfied customers. Others, slightly less common, include the neighborhood "cold turkey" canvas (ringing doorbells); telephone solicitations; attendance at local home and business shows.

. . . the neighborhood cold turkey canvas—ringing doorbells . . .

Another thing that most fence salesmen are alert to is the installation of a fence in a neighborhood previously devoid of fences. This probably means, of course, that other families in the vicinity will become more susceptible to a sales pitch on fencing than they had been—the fencing is right on their own street, or around the corner. Their awareness of fences is stepped up immeasurably.

The salesman who initially makes the first sale in the neighborhood has the advantage—he can actually canvas before the installation is made. However, not until the fence is erected does its full impact make itself felt on the neighborhood, so there's almost equal opportunity for all salesmen. Sometimes this approach can go too far, as in the case where a salesman from one fence company, upon observing that a crew from another company was beginning to install a fence, tried to convince the homeowner to cancel the order and buy his brand of fence instead. He failed.

Since referrals from satisfied customers are considered a valuable source of leads, the salesman who is on his toes makes the rounds of such customers. Referrals can be obtained in this manner long after the original order was sold, and can be a surprisingly fine source of leads. This procedure presupposes that the installed fencing will not bring customer complaints two, or three, or five years later.

But, if after all these methods of obtaining leads have been exhausted, and still the salesman does not have enough, maybe he can tap a source that is often forgotten.

As an example, take a true incident. This writer can recall finding a lead, discarded by another salesman, that was lying on the office floor. After picking it up casually, and examining it, the writer realized what it was, and played a hunch. He called on the prospect—with the result that he came away with a very substantial order.

. . . he finds discarded lead that results in substantial order . . .

This did not create good will between the writer and the salesman who had discarded the lead as "N.G." But it did cause a flurry of calls by other salesmen on the staff—they all began re-working their old prospects they thought were "dead" leads. The point is, too often one of the axioms of good salesmanship is forgotten: Unless the prospect has been sold by a competitor, the prospect is still a "live" lead right up to the minute he buys.

No salesman should ever consider he has exhausted his leads until he has pursued every possibility. Maybe an extra bit of selling effort is needed when re-working the old leads. Perhaps the sales talk can be repeated, but with something added, or something emphasized that didn't get across to the prospect on previous calls. A recollection of the exact point at which the prospect showed most resistance can be valuable in re-casting the sales pitch.

Note: The first article in this series, published in Feb. 1961, dealt with knowledge of the product. The second, in April, analyzed the feeling of "going stale."

Above, a sampling of shipping and identification labels from a variety of imports coming into every U.S. port of entry.

Imports Are Exporting Your Jobs!

by A. F. Franz
president
The Colorado Fuel
& Iron Corporation

The author argues for the American principle of competitive markets, but against government regulations which penalize some U.S. manufacturers, and which aid some foreign manufacturers—some with U.S. taxpayers' money. The chart on pages 16-17 visually presents the facts in case.

The trend in steel import and export statistics for the past several years reveals disturbing evidence that foreign competition is seriously affecting the economy of America and particularly some of the smaller steel companies. Foreign competition is hitting hard at The Colorado Fuel & Iron Corporation, and *You!* Our sales people know how deeply imports have cut into CF&I sales and profits. They have learned firsthand that imports are a real threat to CF&I business, and promise to become even greater.

CF&I is not the only company affected! One source reports that since 1956 two million Americans have lost their livelihood because of foreign trade changes. Metalworking managers are wondering where the boom promised for the 1960's has gone. Many suspect it has "gone abroad!"

While American business limps along at a disappointing pace, steel mills, auto plants, and other metalworking establishments *abroad* are zooming ahead at almost full capacity with up-to-date mills. Foreign steel companies are supplying more goods to the world market; the United States is supplying relatively less. Our imports are high! Our exports are lagging! Our steel companies are losing business! Our workers are losing jobs! Our government is losing tax revenues.!

Never has competition been so dramatically obvious! Everywhere we look—we find steel, automobiles, machinery, hardware, appliances, housewares, toys, and other items with such bargain-promising stamps: "Made in West Germany," "Made in Japan," "Made in Belgium," or "Made in Hong Kong." These items often are made as well as ours and almost always *sell for less!*

World steel production

Within the past ten years the steel industry throughout the world has grown tremendously. Foreign countries have spent, and are spending, *billions of dollars* to expand and improve their steel production. During World War II, the European and Japanese steel industries were, in great part, destroyed, and have since been rebuilt with modern equipment, much of which was financed by the United States. Flat on their backs fifteen years ago, many of their plants today are as good as our most modern installations and far superior to much of our older equipment. These foreign countries are now producing excellent products by means of efficient low-cost operations—which sell much cheaper than American-made steel products. They are becoming more competitive every day! **MORE—Page 18**

Imports by U. S. Custom Districts and Cou
CF&I-T
19

Washington Customs District	
Wire Rods	338
Concrete Reinforcement Bars	2,812
Hot Rolled Bars	568
Structural Shapes	2,597
Steel Pipe and Tubing	13,976
Wire Nails	3,617
Wire Fencing	705
Barbed Wire	1,117
Wire Rope and Strand	838
Round Wire and Steel Wire	4,544
Galv. and Other Coated Wire	367
Pig Iron	2,765

Oregon Customs District	
Wire Rods	401
Concrete Reinforcement Bars	4,264
Hot Rolled Bars	2,091
Structural Shapes	7,669
Steel Pipe and Tubing	15,354
Wire Nails	4,777
Wire Fencing	1,477
Barbed Wire	1,954
Wire Rope and Strand	1,986
Round Wire and Steel Wire	6,219
Galv. and Other Coated Wires	176
Pig Iron	852

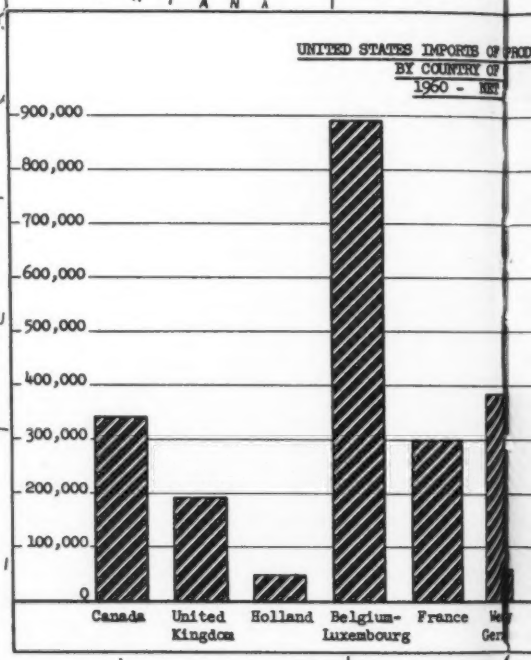
San Francisco Customs District	
Wire Rods	10,107
Concrete Reinforcement Bars	19,188
Hot Rolled Bars	2,233
Structural Shapes	6,035
Steel Pipe and Tubing	39,084
Wire Nails	17,784
Wire Fencing	1,297
Barbed Wire	1,868
Wire Rope and Strand	2,341
Round Wire and Steel Wire	10,635
Galv. and Other Coated Wire	1,181
Pig Iron	10,030

Los Angeles Customs District	
Wire Rods	55,477
Concrete Reinforcement Bars	39,303
Hot Rolled Bars	5,488
Structural Shapes	24,568
Steel Pipe and Tubing	111,898
Wire Nails	18,229
Wire Fencing	676
Barbed Wire	734
Wire Rope and Strand	1,355
Round Wire and Steel Wire	28,110
Galv. and Other Coated Wire	2,211
Pig Iron	4,945

San Diego Customs District	
Wire Rods	160
Concrete Reinforcement Bars	13,054
Hot Rolled Bars	198
Structural Shapes	330
Steel Pipe and Tubing	2,245
Wire Nails	1,315
Barbed Wire	13
Wire Rope and Strand	84
Round Wire and Steel Wire	2,617

Mexican Border Customs District	
Wire Rods	551
Concrete Reinforcement Bars	1,881
Hot Rolled Bars	231
Structural Shapes	942
Steel Pipe and Tubing	1,233
Wire Nails	764
Wire Fencing	264
Barbed Wire	593
Wire Rope and Strand	243
Round Wire and Steel Wire	2,877
Galv. and Other Coated Wires	7

Galveston Customs District	
Wire Rods	48,870
Concrete Reinforcement Bars	124,760
Hot Rolled Bars	18,027
Structural Shapes	112,959
Steel Pipe and Tubing	105,846
Wire Nails	23,205
Wire Fencing	1,934
Barbed Wire	12,785
Wire Rope and Strand	6,827
Round Wire and Steel Wire	19,168
Galv. and Other Coated Wire	1,288
Pig Iron	2,093



Original Map - Permission of Hotchkiss Mapping Co.
Source of Data - U. S. Department of Commerce

Imports of CF&I-type products —— 2,946,080 net tons

Exports of CF&I-type products —— 699,203 net tons

Text begins Page 15.

...of Origin.
...-T Products.
...19 Net Tons.

Great Lakes Area	
Wire Rods	67,649
Concrete Reinforcement Bars	29,341
Hot Rolled Bars	21,739
Structural Shapes	64,102
Steel Pipe and Tubing	37,453
Wire Nails	7,511
Wire Fencing	1,953
Barbed Wire	3,683
Wire Rope and Strand	2,675
Round Wire and Steel Wire	19,802
Galv. and Other Coated Wire	4,147
Pig Iron	266,053

Massachusetts Customs District	
Wire Rods	29,473
Concrete Reinforcement Bars	10,011
Hot Rolled Bars	8,213
Structural Shapes	19,050
Steel Pipe and Tubing	8,599
Wire Nails	16,211
Wire Fencing	642
Barbed Wire	567
Wire Rope and Strand	633
Round Wire and Steel Wire	11,795
Galv. and Other Coated Wire	444
Pig Iron	12,995

New York & Philadelphia Customs Districts	
Wire Rods	72,259
Concrete Reinforcement Bars	53,696
Hot Rolled Bars	39,488
Structural Shapes	78,808
Steel Pipe and Tubing	38,336
Wire Nails	45,178
Wire Fencing	2,690
Barbed Wire	4,051
Wire Rope and Strand	4,162
Round Wire and Steel Wire	37,233
Galv. and Other Coated Wire	3,250
Pig Iron	19,157

Maryland & Virginia Customs Districts	
Wire Rods	44,599
Concrete Reinforcement Bars	12,866
Hot Rolled Bars	5,714
Structural Shapes	29,673
Steel Pipe and Tubing	7,780
Wire Nails	18,587
Wire Fencing	4,266
Barbed Wire	4,844
Wire Rope and Strand	2,192
Round Wire and Steel Wire	14,947
Galv. and Other Coated Wire	6,661
Pig Iron	112

North & South Carolina Customs Districts	
Wire Rods	45
Concrete Reinforcement Bars	9,499
Hot Rolled Bars	4,394
Structural Shapes	37,146
Steel Pipe and Tubing	10,573
Wire Nails	19,687
Wire Fencing	2,813
Barbed Wire	2,707
Wire Rope and Strand	1,884
Round Wire and Steel Wire	1,008
Galv. and Other Coated Wire	751

Georgia & Florida Customs Districts	
Wire Rods	32,769
Concrete Reinforcement Bars	78,532
Hot Rolled Bars	5,803
Structural Shapes	46,347
Steel Pipe and Tubing	23,896
Wire Nails	19,075
Wire Fencing	2,836
Barbed Wire	3,135
Wire Rope and Strand	6,192
Round Wire and Steel Wire	26,498
Galv. and Other Coated Wire	2,637
Pig Iron	6,666

All Other Customs Districts	
Wire Rods	2,110
Concrete Reinforcement Bars	82,085
Hot Rolled Bars	5,031
Structural Shapes	9,487
Steel Pipe and Tubing	29,503
Wire Nails	8,568
Wire Fencing	585
Barbed Wire	2,103
Wire Rope and Strand	718
Round Wire and Steel Wire	6,044
Galv. and Other Coated Wires	306
Pig Iron	4,979

...Customs District	
...re Rods	37,735
...ncrete...nt Bars	26,960
...t Rolled	6,619
...ructural	50,584
...eel Pi...g	20,971
...re Ro...	19,411
...re Fe...	3,560
...rbed W...	9,497
...re Rope...	2,584
...und Wi...l Wire	9,652
...lv. ...ted Wire	3,053

Mobile Customs District	
Wire Rods	5,673
Concrete Reinforcement Bars	7,289
Hot Rolled Bars	1,950
Structural Shapes	10,990
Steel Pipe and Tubing	13,344
Wire Nails	7,840
Wire Fencing	2,251
Barbed Wire	3,322
Wire Rope and Strand	1,286
Round Wire and Steel Wire	5,512
Galv. and Other Coated Wire	490

EXPORTING JOBS—from Page 15

I pointed out the dangers of this situation in my address to the American Iron and Steel Institute on May 28, 1959, entitled "The Big Squeeze on Little Steel," when I said:

"We no longer have the superiority in facilities that for years permitted us to pay higher wages, and still produce cheaper and better steel. Moreover, foreign producers have wage rates much lower than those paid in the United States, and, because of modern equipment, their productivity and sales are increasing rapidly at our expense."

Steel imports and exports

We at CF&I have particularly felt the impact of imports.

In 1960 Japan, West Germany, and other foreign countries dumped into CF&I's backyard (and the backyards of other steel fabricating companies) *tons* of precisely those products we make—at prices far too low for us to compete on a satisfactory profit margin.

The increase in imports, and the decline in exports of steel mill products, including pig iron, did not occur overnight. It has been developing for a number of years, as shown in the following table:

YEAR	EXPORTS	IMPORTS
1957	6,074,163 tons	1,388,752 tons
1958	2,802,805 tons	1,931,559 tons
1959	1,697,313 tons	5,137,349 tons
1960	3,100,711 tons	3,720,349 tons

We hear much about "Imports and Exports" of steel *balancing* each other, which may be true for the Industry as a whole. However, the following table clearly exhibits the impact of the unfavorable balance of *Total U. S.* imports and exports on CF&I's Product Mix:

Total U. S. imports and exports of CF&I-type products for 1960 — net tons

PRODUCTS	IMPORTED TO THE U.S.	EXPORTED FROM THE U.S.
Wire Rods	408,216	10,237
Concrete Reinforcement Bars	515,541	15,872
Hot Rolled Bars	127,787	43,833
Structural Shapes	501,287	283,972
Steel Pipe & Tubing	480,091	195,197
Wire Nails	231,759	4,661
Wire Fencing	27,949	1,350
Barbed Wire	52,973	565
Wire Rope & Strand	36,000	9,400
Round Wire & Steel Wire	206,661	13,951
Galvanized & Other Coated Wires	26,969	8,392
Pig Iron	330,847	111,773
Total	2,946,080	699,203

Source: U. S. Department of Commerce

What About CF&I?

As far as CF&I is concerned, foreign competition is no phony scarecrow! It is a startling reality! Imports from Japan and Europe of products made by CF&I are much greater than exports. This unfavorable balance is squeezing CF&I and CF&I *employees*. It means *fewer jobs!*

Other steel companies were also affected by the above import-export product-mix. However, the companies who operate sheet and strip mills had the advantage in 1960 of exporting more tonnage than was imported, as shown in the following table:

U. S. imports and exports of flat rolled products for 1960 — net tons

PRODUCTS	IMPORTED TO THE U.S.	EXPORTED FROM THE U.S.
Sheets and Strip— Hot & Cold Rolled	350,949	1,333,354
Tin and Terne Plate (Including Tin Mill Black Plate)	39,264	685,753
Total	390,213	2,019,107

Source: U. S. Department of Commerce

In making an appraisal of the unbalanced import-export situation, our State and Federal Governments must study the *impact* on unemployment *in individual* companies—rather than on *industry* as a whole. What happens on a national basis is of no help to the CF&I man who loses his job in California, Colorado, New Jersey, New York, or Massachusetts.

What does foreign competition mean?

Let's look at foreign competition in the steel industry. Why is it so threatening? What is its effect on you? The answer: fewer jobs—unless we halt the tide!

Foreign competition emphasizes that we are not alone in the market place. For every product we make there is a list of competitors turning out a similar product. The competition is not only foreign but American as well. And every competitor wants to sell his products just as much as we do ours! Competition has been the driving force behind American achievement and has made us the most progressive and the most envied people of the world. In America we have been champions of the right to compete. Our hard-working forefathers challenged world leaders in almost every market, and won!

Now we are being challenged!

Some are questioning whether the economic system which made America great should be continued or abandoned. Perhaps we have just awakened to the fact that we have always known: This is a competitive world! No laws, agreements or protective organizations are going to change that fact. If foreign competition jolts us out of our smugness and arouses us to the realities of competition, we must face the challenge. Meet the competition wherever it comes from, and we progress and grow! Fail to meet it, and we are out of business! That's the way the game is played. We have to contribute our best to earn the best!

What is CF&I doing?

In spite of the "impact of imports" on CF&I, we are not taking a backward step. We plan to move ahead!

1. CF&I Management has appealed to the President of the United States through our Senators and Congressmen to re-establish the 25% differential on Government bids which was generally in effect from 1933 to 1954, and was changed to 6% by Executive Order of the President in 1954. What

MORE—Page 19

EXPORTING JOBS—from Page 18

does this mean? The Government now awards contracts to American firms over foreign companies so long as our bid does not exceed theirs by more than 6%. The present differential of 6% is too small. If the 25% spread was important from 1933 to 1954—it is *Imperative* today!

Your Management has also appealed to the governments of the various states to enact legislation protecting American industry against foreign competition.

2. CF&I Management is striving for more favorable tax statutes on capital expenditures and depreciation rates to enable us to compete at home and abroad by rebuilding, modernizing and expanding CF&I facilities.

   Such a move would create a climate of business opportunity, a better sense of economic stability and economic progress, and thus make jobs available to American workers.
3. CF&I Management is continually searching for new ideas, new methods and techniques, new products and product development. Constant research and improvement is necessary if we are to keep *abreast* and *move ahead* of competition.

What can you do about it?

If we ask that question seriously, we once again recognize a challenge which has always been around, and we are ready to stop kidding ourselves.

Just as we know the problem, we know the answer. Let's face it. We know what we have to do. This is not just a task for Management. It's a battle every employee must fight!

1. We must maintain quality standards that assure a quality product which is second to none.
2. We must provide service which is the *best*.
3. We must give the customer what he wants *when* he wants it.
4. We must fight for the order, and work our heads off to keep it.
5. We must do an honest full day's work for a full day's pay.
6. We must handle machinery, equipment, and supplies with care and without waste.
7. We must constantly look for new ways to do a job better and more efficiently.
8. Each of us must consider that it is a personal obligation and responsibility to reduce costs and increase performance.
9. There must be complete cooperation between Labor and Management.

Manufacturers, labor unions and the public must unite in a common effort to keep the American steel industry competitive at home and abroad. Foreign competition and rising unemployment are the major problems confronting us. Now is the time to contact your representatives in government. Tell them what imports are doing to *your job!* They are interested in preserving *American Jobs!*

Editor's Note: We invite comments from readers. How are imports affecting your business? For good, for evil, or not at all?

The three owners of Wisconsin Fence Corp., W. J. Foy, Edward Laun, and Harold Borth. They are grouped around a new product being made by the firm—portable dog run, quickly assembled, disassembled.

MILWAUKEE FENCE FIRM GROWS WITH METROPOLITAN EXPANSION

The three owners of the Wisconsin Fence Corp., 6106 N. 91st St., Milwaukee, Wis., now in its third season, report that they have done well. "In fact," they say, "we're happy. Of course, it's not been easy—we have a competitive situation just like everyone else in fencing, and we have our problems too."

Established in January 1959, the company came very near to six-figure gross sales during their first year in business. Since then, the sales figure has been doubled, and this year, the owners hope, it will reach into the medium six-figure range.

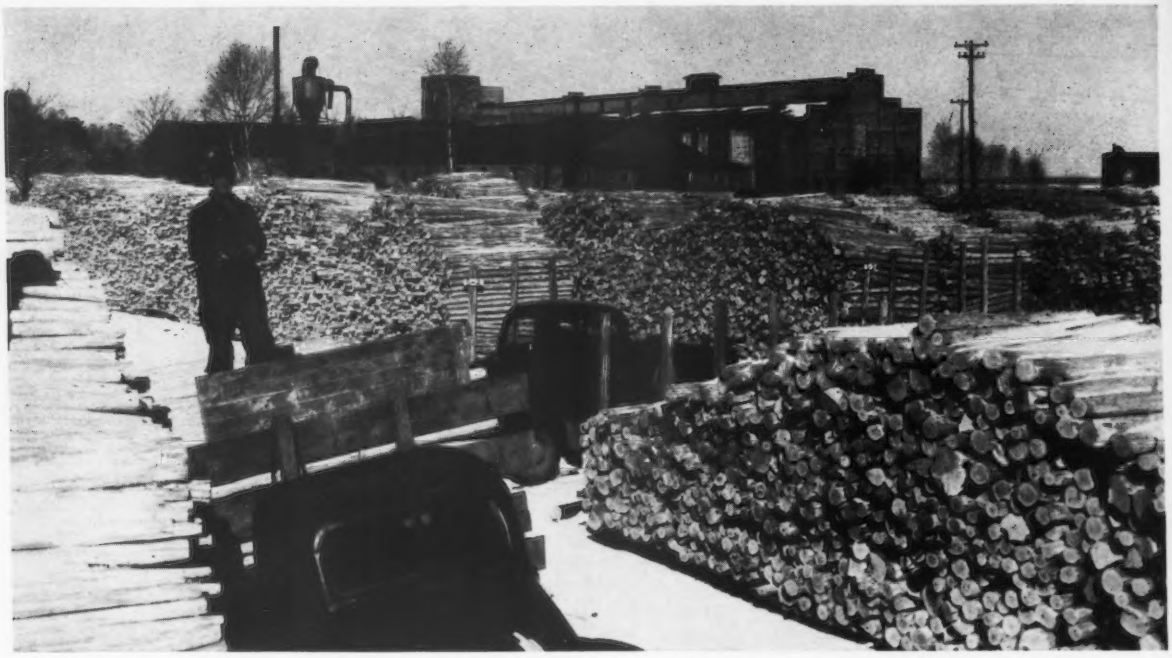
Perhaps one of the reasons why the firm has moved ahead rapidly is because W. J. Foy, Harold Borth, and Edward Laun, the owners, were all associated with other fence companies prior to setting up their own corporation—they have a total of 20 years experience in the fence field.

The team of Foy-Borth-Laun comprises the firm's sales staff. A few part-time salesmen are added during the peak season to sell residential fencing. There is also a sales representative in nearby Racine, Wis. Three installation crews are used in peak season; one regular crew is always on hand.

Less than 10 years ago, the present office and yard of Wisconsin Fence was a farm—and so was much of the surrounding area. It might be said the firm has been expanding with metropolitan Milwaukee.

Wisconsin Fence is a franchised "Page" dealer in five counties: Milwaukee, Ozaukee, Washington, Waukesha, and Racine. Chain link fencing is by far the biggest seller, accounting for 80 percent of the firm's gross sales. Wood fencing (the "Farley" line is handled) accounts for the other 20 percent of the gross fence sales—all of it residential. "Panel-Vent" is also handled.

In the industrial-commercial field, where the bulk of the fencing is sold, an allied line—indoor wire partitions supplied by the Logan Co.—helps swell the gross. Pipe railing and pipe is supplied by Youngstown Sheet & Tube Co. and L. B. Foster Co.



Above, part of Early America's post yard. In the background, to the left, is the boiler house, mill at center, warehouse at rear.

EARLY AMERICAN MAKING RAPID STRIDES

Headed by college-trained engineer, Early American Fence Co. emphasizes efficient management practices.

Competition is fine—it is a basic American tradition. But John T. Walbridge, Jr., president of the Early American Fence Co., Escanaba, Mich., would insert a qualifying adjective into that statement: he would modify it to "intelligent competition." He believes that "it is the unintelligent competition that causes the trouble in our industry—in just about any industry." And he has a logical explanation for his modification. He gives it in some detail in the by-lined article on page 23.

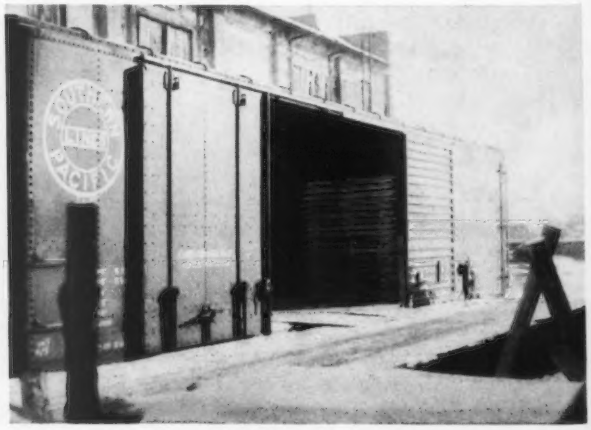
In 1960, the dollar volume of Early American's sales was five times what it was during the first year of the firm's existence, when there were only 12 employees—as against today's 55 full time workers, and 115 at peak season.

Sales and shipments are made all over the U. S., except on the west coast. "The majority of our shipments," says Walbridge, "are sent for distances of a thousand miles or more." Two full-time salesmen and four factory representatives comprise the selling staff. The firm's output is sold and shipped primarily to distributors, but in areas where there are no distributors, shipments are made direct to the dealer.

Dealer sales aids are provided at nominal cost. A sales kit that sells for $14 includes five two foot by two foot fence samples, 100 counter brochures, 250 envelope stuffers, newspaper advertising mats, and a 10″ x 20″ sign. The $30 "Rustic Fence Festival" display includes all of the above except the samples; the unit itself consists of full-size sections of fencing three feet wide.

MORE—Page 21

ABOVE, posts are hand-peeled to give a typical rustic appearance.



AT RIGHT, freight car in process of being loaded with some of Early American's output, for a trip of a thousand miles or more.

EARLY AMERICAN—from Page 20

Founded in 1955, the Early American Fence Company's first home was a building in Escanaba that previously had been a potato warehouse. Milton C. Prussing, Robert J. Willey, and Hugh Falvey were the original founders. Shortly after the company began operations, Falvey's interest was purchased by John T. Walbridge, Jr. In April 1959, Prussing passed away—the victim of a heart attack. In the fall of that year, Ted Fordney joined the firm. Present officers: John T. Walbridge, Jr., president; Ted Fordney, executive vice president; Robert J. Willey, vice president.

Early American's present plant, at Bay View, on the shores of Little Bay de Noc, just north of Escanaba, was purchased in the fall of 1956. It consists of a 12,000-square-foot mill building, an 18,000-square-foot warehouse, a boiler house, a machine shop, a garage, and an office. A division of the company, known as the Peninsula Post, Pole & Pulpwood Co., Gulliver, Mich., operates a yard at Gulliver. It is managed by William B. Bentson, and deals in posts, utility poles, and several species of pulpwood. However, excluding this pulpwood division, 70 to 80 percent of Early American's gross dollar volume of sales is in fencing.

Six standard styles of fence are produced: rustic stockade; split picket; round rail; split rail; cedar-weave; milled picket stockade. These items are stocked in the warehouse in all the popular heights. A wide variety of other styles are made on special order. Four new products were added to the line in 1960: the "Log Cabin Playhouse"; the "Fort Fun" stockade; a stockade skirt, which is a prefabricated base enclosure for mobile homes; and a formal milled picket stockade fence.

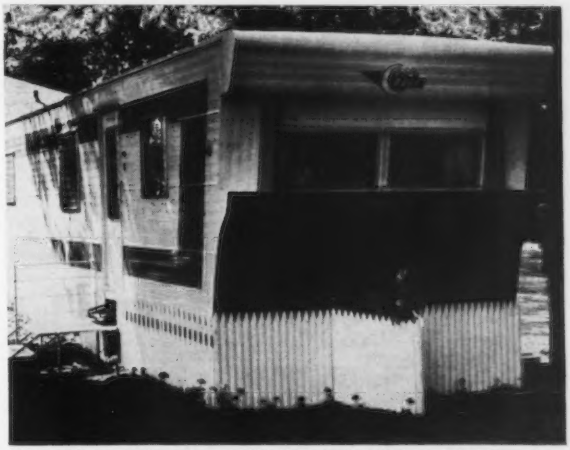
Although a substantial percentage of the company's raw material comes from its own timber lands, the majority is purchased from independent loggers. When the timber is delivered, company inspectors count and grade it, and it is piled in the yard to season. Because white cedar grows in low swampy areas, it can be logged only in the winter when the swamps are frozen. This means it is necessary to have enough posts on hand, when the ice breaks up in the spring, to last until the following winter.

Early American's method of handling this problem is to manufacture to inventory rather than to orders—a system that has many advantages, among which, Walbridge says, are the following:

"Our production is maintained at a fairly steady rate throughout the year, in spite of the highly seasonal fluctuation of our sales. This enables the plant to produce at maximum efficiency all of the time, and thus provide year-round employment for our people. It also means that we are able to service our customers promptly. We always try to stay within a five-day shipping schedule, i.e., orders are shipped within five days of the time they are received. We could never maintain such a schedule during the spring if we hadn't been building inventory during the off-season. We usually begin building our finished goods inventory in July, and by the following March first, our inventory amounts to about 75 carloads.

MORE—Page 22

This dealer display unit features six of the most popular styles of Early American Fence. Dealer aids are basic to company policy.



New with Early American is this "Stockade-Skirt" mobile home base enclosure in prefabricated 5-foot sections, spaced or tight pickets.

Increased demand for outdoor privacy is helping make this stockade fence the most popular screening fence in the Early American line.

EARLY AMERICAN—from Page 21

On the outskirts of Escanaba, Mich., where the Early American Fence Co. is located, "Big Ole" is the trade mark of that city. What probably surprises some visitors is that "Big Ole" is a real person and the official greeter of Escanaba, in the person of one of the employees of Early American. See photo at right.

Above, the real-life "Big Ole," official greeter of the city of Escanaba, in the person of Bob Vietzke, an employee of the Early American Fence Co. Vietzke stands six feet nine inches tall, and weighs 280 pounds. He is a walking reminder of Early American, where he works as an edger. In this photo, as a blacksmith, he is playing his mythical role of blacksmith to Paul Bunyan.

"Another advantage of producing for inventory is that our sawyers can cut the material in a way that will give us the highest possible yield. For instance, posts that are not straight enough for stockade are cut back into pickets for split picket fence, regardless of whether or not we have immediate sale for this type of fence.

"Of course, manufacturing to inventory also has certain difficulties which must be met: In a seasonal business like ours, it requires a large amount of warehouse space, and it ties up a lot of capital."

How seasonal the business is stands revealed by several facts. Approximately 50 percent of Early American's annual business is accomplished in March, April, and May of each year. In the period from February through June, 70 percent of the year's volume is sold. From 50 to 115 persons are employed, with the peak occurring in the spring, of course. But from 50 to 55 have regular employment the year around, owing to the manufacture-to-inventory method of operation.

The Scanlon Plan, a group incentive plan, is reported by Walbridge as having (1) reduced production costs; (2) improved the quality of the firm's products; (3) made every employee a real participant in the company; and (4) increased earnings for everyone in the company.

Here is the way the plan works. Basically, it provides for dividing the savings from increased plant efficiency between the company and the employees. A committee composed of the plant foreman, the plant manager, the union steward, and four elected representatives from the plant—this committee meets once a month to screen suggestions on ways for improving the products and increasing plant efficiency.

A typical meeting begins with a brief statement by Walbridge or Fordney on the sales outlook for the coming month, and other developments that may affect the company. Next the group discusses why the company did as well as it did, or why it did not do as well as it should have. Then the suggestions that have accumulated during the month are read. Where there is general agreement on the value of a suggestion, someone is appointed to see that it is put into practice. Where general agreement does not result, management has the final say. If a suggestion is turned down, a member of the committee is appointed to explain to the employee why the suggestion couldn't be adopted. A lively discussion usually follows among the committee members themselves on how they think things can be improved and a larger bonus earned.

The management at Early American Fence, it is plain to see, believes in and practices the intelligent approach to its business problems and activities.

A 1923 American-LaFrance fire engine pumper with a 750-gallon-per-minute capacity is the mainstay of Early American's own volunteer fire department. So far, it has functioned only in parades, but if the company should ever have a fire, it is equipped to put it out promptly. Flags on radiator are 13-star early American flags.

MORE—Next Page

A MATTER OF SURVIVAL by John T. Walbridge, Jr.

You could run a business by the seat of your pants 50 years ago—even a big one. Most of the business tycoons of the 19th century did it. But the business world has changed in the last 50 years, just as so much else has changed. The business world has changed from a situation of small volume and high markup to one of high volume and low markup. In 1959, the average net profit of manufacturing companies, for example, was 3.8 percent of sales. In many industries, the margin was even smaller. This change has brought opportunities—and hazards too.

In a situation of this kind, good management is not a luxury. It is a necessity. Thus, if through poor management, a typical company were to allow its costs to increase by seven or eight percent, it would be operating at a substantial loss. But worst of all, many small businessmen don't even know what their costs are—and they don't or won't take time to find out.

I believe that small business in America is facing a challenge to its very existence. I do not, however, agree with the rather widespread feeling that small business doesn't have a chance. I think the opportunities for the small business are greater today than they ever have been —but so are the perils.

A great many small businessmen today seem to feel that the economic principles that apply to big business somehow do not apply to them. This is like saying that two million plus two million equal four million, but 200 plus 200 do not necessarily equal 400.

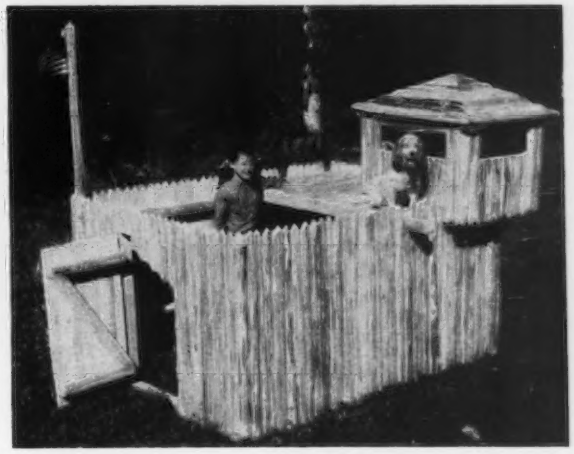
The fundamental problem, I feel certain, is that many small businessmen—and most of us in the fence industry can be classified as small—don't recognize the need for management. They feel that management is overhead, and overhead is something that ought to be eliminated. But it generally doesn't make any more sense to cut costs by cutting management than it does to cut the electric power bill by cutting the wires that run into the plant.

This is where the intelligent decisions of management or ownership come into play. Costs are reasonably precise things that can be determined with a high degree of accuracy. Without accurate cost information, intelligent decisions cannot be made.

An attractive installation of Early American round rail fence, is made in 2, 3, and 4 rail heights, 7 and 10 foot lengths.

EARLY AMERICAN—from Page 22

John T. Walbridge, Jr., left, president of Early American Fence Co., voices his opinions on this page about the need for efficient management practices in small business—he is very hopeful.

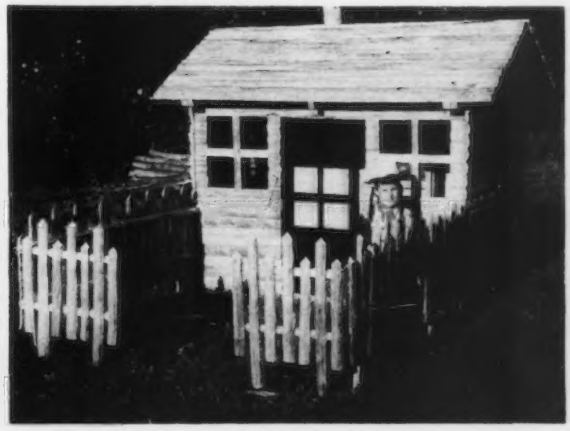


Early American's "Fort Fun," introduced last year. It and the "Playhouse" (below) received brisk acceptance by the trade.

To stay in business we must price our products and services fairly—to our customers and to ourselves. By fairly to ourselves I mean high enough to cover the reasonable cost and reasonable profit of an efficient business. Unintelligent management usually results in irresponsible pricing, which has destroyed the virility of more than one industry.

In a typical manufacturing operation in the woodworking industry, a five percent reduction in selling price increases the break-even point—requiring approximately 30 percent more sales to generate the same profit. It would follow that a management decision to reduce prices five percent would be an intelligent decision if it could reasonably be expected to increase sales by more than 30 percent; not intelligent if it were likely to increase sales by less than that amount. Without accurate knowledge of the relationship between prices and the break-even point, it is impossible for a businessman to make intelligent price decisions—except by accident.

Pricing, of course, is not the only area that requires enlightened management attention. Procurement, labor relations, marketing, and many other facets of business are becoming more complex every year. As they become more complex, and as competition becomes keener, the need for up-to-date management practices in even the smallest of businesses becomes a matter of survival.



Early American's "Log Cabin Playhouse," introduced in 1959 and believed to be first product of its kind on the U.S. market.

INFORMATION

NOTICES OF IMPORTANCE TO THE TRADE

SEND YOUR NEWS ITEM TO THE News Notices Editor . . . for publication.

Harry B. Smith

Realock Fence Makes Appointment

Harry B. Smith has been appointed assistant to the sales manager in Colorado Fuel & Iron's Realock Fence Department, Wickwire Bldg., Buffalo, N. Y. He was serving as eastern regional manager at the time of his appointment. Previously he had been manager of sales and service for the New York district, assistant to the general manager of sales for the Buffalo district, and salesman for the Boston district. He joined CF&I in 1946 as administrative assistant in the Boston office of the Realock Fence Department. Prior to joining CF&I, Smith had been associated with the New Haven Railroad's passenger department for 11 years. He received his education at Harvard University's School of Business Administration.

Wood Preserving Firm Changes Hands

Northwest Wood Preserving Co., Whitewood, So. Dak., producers of creosote and penta-treated posts, poles, and lumber products, was recently purchased by Donald G. Benner. He is the firm's new president and general manager; Don Jacobsen is general sales manager; M. J. Hafner is plant superintendent. Recently named to the board of directors are W. Del Clinton, head of a Minneapolis financial consulting firm, and John Moodie, personnel director of Homestake Mining Co., in Lead, So. Dak.

A new plant facility, totaling 20 acres, was established at Whitewood in the spring of 1960, after forest fires destroyed the Deadwood, So. Dak., plant. Projected sales of the firm during 1961 are set at about $1 million. Among other things, the firm operates an industrial division, selling guard rails and other highway construction lumber in North and South Dakota, southwestern Minnesota, western Iowa, eastern Wyoming and Colorado.

Fenced-In Million Dollar Crop

In the well fenced-in Yuma Valley station of the University of Arizona, a half-acre plot was planted with seeds last December. This month it will be harvested—and the commercial value of the yield, the most lucrative crop on a profit per acre basis in the state of Arizona, will exceed $1 million.

Why so valuable and why fenced in? Because the crop consists of opium poppies, planted by Federal agents and controlled and grown by the Federal government, which turns it over to processors authorized to produce cocaine, heroin, opium, morphine, and other drugs.

From a grower's standpoint, poppies are an ideal crop: inexpensive and easy to grow, requiring only cursory insect control, little cultivation, and infrequent irrigations, yielding nearly 1,000 pounds of poppy seeds from a mere half acre.

Spokane Revises Fence Laws

In Spokane, Washington, the City Council recently amended its fence ordinance. Rear sideyard fences may now be built as high as eight feet without permission of the adjoining property owners, a former requirement. A side yard fence between residences or main buildings may be as high as six feet, instead of the former limitation of 42 inches. No change was made in the eight-foot limitation for rear yard fences.

New Businesses Established

All-Weather Fences, Inc., 2303 S. Grand Ave., Baldwin, N. Y. Filer: Warren L. Hamburger, Baldwin Federal Savings Bldg., Baldwin, N. Y. Building materials and general contractors.

Potter & Potter Sales, 2943 N. 53rd Ave., Phoenix, Ariz. Clayton and George Potter. Tote gates.

Badger Railing & Specialty Co. Registered agent and incorporator: Francis Van Winkle, 15811 W. Churchview Dr., New Berlin, Wis.

Highway Steel Contracting Co., 1211 W. 37th St., Chicago, Ill. Erect guard rails, highway signs.

New-Mark Iron Works & Mfg. Corp., c/o Marcus N. Silverman, 277 Broadway, New York 7, N. Y. Ornamental iron work.

Acme Fence Co., 7431 Lovers Lane, Kalamazoo, Mich. Kenneth Underwood.

Arthur J. Molloy, Inc., 73 Benedict Blvd., Croton-on-Hudson, N. Y., contractors in guard rail and chain link fencing. Arthur J. Molloy, president, was formerly associated with Cunningham, Nielsen & Molloy, Inc.

Mid-States Pushes "Panel-Vent"

A recent franchise agreement between Mid-States Panel-Vent Co., 3405 W. Lake St., Melrose Park, Ill., and All Products Co., P. O. Box 110, Mineral Wells, Tex., is resulting in expanded distribution of "Panel-Vent" fencing. Besides serving the Michigan and northern Indiana area under the new franchise, Mid-States also manufactures Panel-Vent for a large area of the Midwest, including Wisconsin, Iowa, Minnesota, and northern Illinois.

Doug Chalmers

Doug Chalmers, owner of Mid-States Panel-Vent and Air Seal Window Co., said that the addition of the new franchised territory will greatly expand the distribution of "Panel-Vent" and also of "Panelweve" chain link lattice. He said that Mid States will establish a limited number of new dealers in key cities within the new franchised area.

"Panel-Vent" styles include traditional picket, vertical privacy, and horizontal privacy.

New Bamboo Fence Material

Houston Fence Co., P. O. Box 20007, Houston 25, Texas, is now importing and manufacturing bamboo fence panels, usually six feet high by six feet long. The rails and the posts in the unit are made of western red cedar. Says Houston Fence's Ted H. McKinney: "The bamboo comes from a tropical climate and we receive it already split. We treat this bamboo with pentachlorophenol and a mildew-resistant preparation, and then fabricate it into a panel of fence."

Delbar Develops New Latch

The Delbar Co., 1125 Marine, P.O. Box 366, Boulder, Colo., has developed a new pre-tested automatic gate latch, expected to be a strong item with the trade. It is a two-way modern design; aluminum model and demonstrators are available. The gate latch is now in full production.

NEW FOR '61!

HABITANT FENCE

FEATURES
REYNOLDS ALUMINUM NAILS!

ANOTHER FIRST FROM HABITANT . . . the leader and the most respected name in wood fence. Now you can offer your customers all the beauty and character of wood fence — and guarantee its beauty for life, maintenance-free! No streaks, stains and discoloration from rusted nails! Habitant, with the most complete line of time-proved designs, now is more desirable than ever with weatherproof Reynolds Aluminum Nails. Note: Habitant Fence is regularly assembled with galvanized nails; aluminum nails when specified, per current price list.

Thirteen styles, factory-fabricated of Michigan White Cedar — in sections to exactly fit your ground plan. Fast, easy installation. Get those extra profits without inventory, without investment. Sell Habitant! The best known rustic fence in the country.

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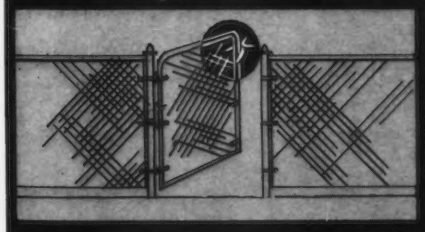
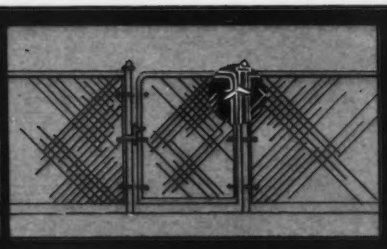
WESTCHESTER LAP RAIL

Trouble Free As a Horseshoe

New AUTOMATIC LATCH





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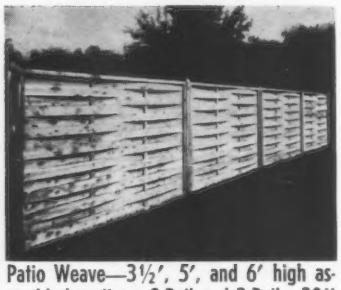

Patio Weave—3½′, 5′, and 6′ high assembled sections. 2-Rail and 3-Rail—30″ and 42″ high K.D. sections. Picket—40″ high assembled sections, Gothic pointed.
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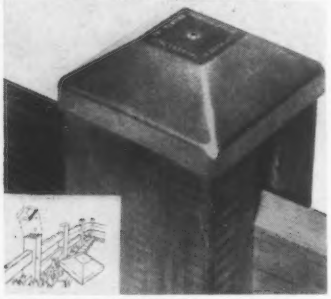

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ASSOCIATION NEWS—from Page 10

(a) Quantity
(b) Height of fabric (Section 7 and Table 1)
(c) Size of wire (Section 8 and Table 1)
(d) Type of coating (Section 5)
(e) Size of Mesh (Section 10)

4. MATERIALS

(a) Base Metal:

The base metal of the fabric shall be a good commercial quality of steel wire capable of meeting the requirements hereinafter specified.

(b) Coating Metal:

i: Zinc:

The zinc used for the coating shall be any grade of zinc conforming to the ASTM Specifications for Slab Zinc Designation B6.

5. MANUFACTURE

(a) Zinc-coated (Galvanized) fabric purchased under these specifications shall have the zinc coating applied by the hot-dipped method after weaving of the fabric.

6. TENSILE STRENGTH

The wire constituting the fabric shall meet a minimum tensile strength of 80,000 psi based on the coated wire diameter. Specimens to establish conformance to this requirement shall be taken from the straight (undeformed) section of the fabric mesh.

7. HEIGHT OF FABRIC

Chain link fabric shall be furnished in the standard heights shown in Table I. The height of fabric shall be the overall dimension from ends of barbs or knuckles. Permissible variation in height shall be plus or minus one inch.

8. SIZE OF WIRE

Chain link fabric shall be fabricated from wire diameters as necessary to conform as shown in Table I. The diameter of the coated wire shall be determined as the average of two readings taken at right angles to each other on the straight portion of the parallel sides of the mesh and measured to the nearest 0.001 inch. The permissible variation in diameter of the coated wire shall be plus or minus 0.005 inch.

9. COATING

(a) The zinc coating shall withstand six 1-minute immersions in the Preece (copper sulfate) method of testing.

i. The Preece test shall be made in accordance with the Standard Method of Test for Uniformity of Coating, ASTM Designation A239-41, excepting that the coating shall withstand six instead of five immersions.

10. SIZE OF MESH

(a) The maximum size of mesh shall be 2 in., except for tennis court fabric which shall be 1¾ in. The permissible variation in size of mesh shall be plus or minus ⅛ in.

(b) The size of mesh shall be determined by measuring the minimum clear distance between the wires forming the parallel sides of the mesh, measured in either direction.

11. STANDARD LENGTH OF ROLLS

(a) The standard length of roll shall be 50 feet except as otherwise agreed upon at the time of purchase. The permissible variation in length shall be plus or minus 1%.

(b) The length of roll is to be determined by unrolling a roll of fabric on a flat surface and hand-stretching to remove all slack.

12. SELVAGE

Fabric 48 in. high and under shall be furnished with knuckling at one selvage and twisting and barbing at the other. Fabric 60 in. high and over shall be furnished with twisting and barbing on both selvages. All tennis court fabric shall be furnished with knuckling at both selvages.

MORE—Page 27

TABLE I.—SIZES OF WIRE AND MESH

Nominal Dia. of coated Wire inches	Permissible Variations in Diameter of Coated Wire ± in.	Size, Coated Wire Gage	Size of Mesh in. Tol. ± ⅛ in.	Height of Fence Fabric, Inches. Tolerance ±1 inch.
0.192	0.005	6	2	36, 42, 48, 60, 72, 84, 96, 108, 120, 144
0.148	0.005	9	2	36, 42, 48, 60, 72, 84, 96, 108, 120, 144
0.120	0.005	11	2	36, 42, 48, 60, 72, 84,
0.120	0.005	11	1¾	96, 108, 120, 144

GALVANIZED DE LUXE TOP-RAIL SLEEVES

for 1⅜" O.D. Pipe . . . 250/sack only 9½¢
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ASSOCIATION NEWS—from Page 26

13. WORKMANSHIP

(a) Chain-link fence fabric shall be produced by methods recognized as good commercial practices. The zinc coating on zinc coated (galvanized) fabric shall be applied in a continuous process and shall not be applied to the fabric in roll form. Excessive roughness, blisters, sal ammoniac spots, bruises and flaking shall be noted. These and other obvious defects, if present to any considerable extent, shall provide a basis for rejection.

14. NUMBER OF TESTS

(a) One roll from every 50 rolls or fraction thereof shall be taken at random as a sample for test purposes but in no case shall less than three samples be taken.

(b) To determine compliance with the requirements of these specifications one test specimen for each of the tests specified shall be taken from the outside end of sample rolls representing the lot.

(c) If any specimen tested fails to meet the requirements of these specifications two additional specimens shall be taken from the sample roll and tested, both of which shall meet the requirements in every respect otherwise the lot represented by the samples may be rejected.

15. INSPECTION

(a) The manufacturer shall afford the inspector representing the purchaser all reasonable quantities of materials, without charge, to satisfy him that the material is being furnished in accordance with these specifications. All tests and inspection shall be made prior to shipment and shall be so conducted as not to interfere unnecessarily with operations.

CLFMI members: American Fence Co., Salt Lake City, Utah; Anchor Post Products, Inc., Baltimore, Md.; Atlantic Steel Co., Atlanta, Ga.; The Colorado Fuel & Iron Corp., Buffalo, N. Y.; Cyclone Fence Dept., American Steel & Wire Div., United States Steel Corp., Cleveland, O.; Broski Bros., Inc., Kansas City, Mo.; Bryant Machinery Co., Inc., Westfield, Mass.; Gibraltar Fence Co., and Hurricane Steel Industries, both of Houston, Texas.

K. H. Davis Wire & Cable Corp., Los Angeles, Calif.; Hackney Mfg. Co., North Birmingham, Ala.; Halco Mfg. Co., Dallas, Tex.; Nichols Wire & Aluminum Co., Davenport, Ia.; Reeves Fences, Inc., Tampa, Fla.; Robertson Fence Co., Cincinnati, O.; San Jose Steel Co., Inc., San Jose, Calif.; Stewart Iron Works Co., Covington, Ky.

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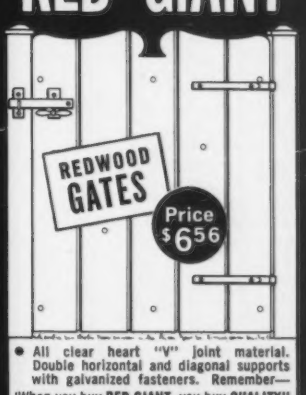

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AWARDS ★ PROJECTS ★ PROPOSALS ★

The information appearing in this issue concerning awards, projects and proposals were selected from hundreds of releases by FI editors as having possible interest for our readers.

Listings do not imply specific fence business unless it is so indicated.

In order that further information may be obtained by interested readers, each award, project or proposal, lists the reference numbers and the names and addresses of individuals and offices where additional information may be obtained.

ALA—Proj. #PFL-194, plans for construction of water system, Daleville, est., $133,000. J. D. Richardson, mayor.—Proj. #PFL-213, plans for improving and enlarging present water system, Warrior, est., $370,000. A. J. Honeycutt, mayor.—Proj. #CH-35(D), plans for construction at Athens College, Athens, est., $175,000. Virgil B. McCain, Jr., Pres.—Urban Renewal, 87-acre "Ensley No. 1" project, Birmingham, est. net cost, $3,727,987. Hugh Denman, Exec. Dir., Housing Authority of the Birmingham Dist., 600 N. 24th St.

CALIF—Proj. #P-3462, plans for construction of water system, Amador County, est., $605,200. S. E. Hinton, Pres., Bd. Directors, Pioneer-Pine Grove-Volcano County Water District, Pioneer.—Proj. #CH-83(D), plans for construction at La Verne College, La Verne, est., $400,000. Virgil R. Wilkinson.—Proj. #PFL-77, plans for construction of water system, Riverside County, est., $350,000. Glen Smith, Chmn., Bd. Dir., Elsinore Valley Municipal Water District.—Proj. #P-3467, plans for improvements and extensions to existing water system, Clearlake Oaks Water Dist., est., $300,000. Fred F. Young, Pres.—Urban Renewal, 35-acre "Fifteenth Street" project, Merced, est. net cost, $774,648. Edward Ehlers, Acting Exec. Dir., Merced Redevelopment Agency, P.O. Box 309.—Award, by Calif. Div. of Highways, to Christensen & Foster, Santa Rosa, for fencing area and other construction work, in Somona County, at Geyserville, bid cost, $62,661.—To Metal Coating Corp., Portland, Ore., for constructing 6 mi. median barriers, Los Angeles County, between 4-level structure in Los Angeles and Glenarm St. in Pasadena, bid cost, $298,923.

COLO—Proj. #P-3027, plans for construction of sanitary facilities, Lafayette, est., $170,-450. James W. Graham, mayor.

CONN—Urban Renewal, 926-acre "Southwest" project, New Haven, est., $1,000,000. Harold Grabino, Exec. Dir., New Haven Redevelopment Agency, 177 Church St.

D.C.—Proj. #CH-12(D), plans for construction at the American University, Washington, est., $2,200,000. W. O. Nicholls, Vice Pres.

FLA—Project #P-3083, plans for extensions and modifications to sanitary system, Melbourne, est., $1,450,000. Douglas W. Ayers, City Mgr.—Proj. #PFL-205, plans for construction of natural gas distribution system, Fort Pierce, est., $1,100,000. Ray A. Padgett, mayor.—Award, to Seymour Rubin, Miami Beach, for new Post Office building, Eureka, bid, $115,000, includes 45,000 square feet of paved lighted parking area.

GA—Proj. #PFL-210, plans for construction of sanitary system, Hahira, est., $284,000. D. K. Hollis, Jr., mayor.

IDAHO—Proj. #PFL-80, plans for construction of sanitary system, Deary, est., $85,-000. Patrick J. Parsons, Chmn, Board of Trustees.—Proj. #CH-12(S), plans for construction at Northwest Nazarene College, Nampa, est., $445,000. L. Wesley Johnson, Bus. Mgr.—Bids Wanted, to May 9, highway construction including 400 lin. ft. steel beam guard rail, 1700 lin. ft. wire fence, type 1-A, Federal Aid Project #F-5121(5), highway U.S. 2 between Priest River and Thama. Department of Highways, 3211 State St., Boise.—Bids Wanted, to May 9, highway construction including 2,000 lin. ft. steel beam guard rail, 30 guide posts type 4, 3,700 lin. ft. wire fence type 2-B, 10,800 lin. ft. wire fence type 3-B, 9,700 lin. ft. wire fence type 4, 105,500 lin. ft. wire fence type 5. 6—10 ft. steel gates type 2. Federal Aid Proj. #I-15-3(3)117 and F-6033 (21) and S-6711 (1) in Bonneville and Jefferson Counties.

ILL—Proj. #CH-113(D), plans for construction at Olivet Nazarene College, Kankakee, est., $600,060. Charles L. Henderson, Bus. Mgr.—Proj. #P-3131, plans for construction of sanitary system, Lovington, est., $400,000. Wendell J. Dahm, Pres.—Proj. #CH-112(D), plans for construction at the University of Illinois, Urbana, est., $5,750,000. H. O. Farber, 354 Administration Bldg., Urbana.—Proj. #P-3128, plans for construction of sanitary system, Ava, est., $160,000. H. B. Vancil, mayor.—Proj. #P-3122, plans for improvements and extensions to sanitary system, Galva, est., $325,000. James B. Young, mayor.

IND—Proj. #CH-50(D), plans for construction at Ball State Teachers College, Muncie, est., $5,100,000. Joseph C. Wagner, Bus. Mgr.—Proj. #CH-59(D), plans for construction at the University of Notre Dame, Notre Dame, est., $1,000,000. Rev. Jerome J. Wilson, Vice Pres.

IA—College Housing, construction at William Penn College, Oskaloosa, est., $250,000. David T. Ver Steegh, Finance Mgr.—Urban Renewal, 104-acre "Logan Avenue" project, Waterloo, est. net cost, $2,989,901. George W. Griebenow, Urban Renewal Administrator, City Hall.

KY—Proj. #CH-48(D), plans for construction at Western Kentucky State College, Bowling Green, est., $1,157,000. Dr. Kelly Thompson, Pres.—Proj. #CH-52, plans for construction at Eastern Kentucky State College, Richmond, est., $3,375,000. Robert R. Martin, Pres.

MASS—Proj. #CH-60(S), plans for construction at Regis College for Women, Weston, est., $1,300,000. Sister Mary Alice, Pres.—Proj. #CH-61(D), plans for construction at the Massachusetts Institute of Technology, Cambridge, est., $3,000,000. Jay L. Marden, Asst. to Vice Treas.

MICH—Urban Renewal, 48-acre "Raupp Rehabilitation No. 1" project, Lincoln Park, est., $759,996. Joseph R. Knowles, Urban Renewal Administrator, City Hall.

MINN—Proj. #CH-32(D), plans for construction at the University of Minnesota, St. Paul, est., $1,774,000. L. R. Lunden, Vice Pres. for Bus. Administration, Minneapolis.—Proj. #CH-34(D), plans for construction at Gustavus Adolphus College, St. Peter, est., $1,200,000. Ross F. Bloomquist, Bus. Mgr.—Urban Renewal, 16-acre "Gateway" project, Duluth, est., $610,556. O. Richard Humes, Jr., Exec. Dir., Duluth Housing & Redevelopment Authority, City Hall.

MO—Proj. #CH-62(D), plans for construction at Central Missouri State College, Warrensburg, est., $1,500,000. Warren C. Lovinger, Pres.—Proj. #P-3018, plans for construction of sanitary system, Huntsville, est., $222,100. Sterling H. Bagby, mayor.—Proj. #P-3017, plans for construction at the University of Missouri, Columbia, est., $3,060,000. D. O. Bowling, Bus. Mgr.

N.H.—Proj. #CH-7(DS), plans for construction at New England College, Henniker, est., $390,000. Dr. H. Raymond Danforth, Pres.—Proj. #P-3031, plans for construction of sanitary system, Nashua, est., $1,200,000. Mario J. Vagge, mayor.—Awards, by Dept. of Public Works & Highways, to The Palazzi Corp., Concord, for highway work on Int. 93 south of Rt. 114, including 7,000 lin. ft. 6' woven wire line fence, bid cost, $18,900; 30 post assemblies for fence, bid cost, $1,050.—To R. G. Watkins & Son, Inc., Amesbury, Mass., for highway work on Rt. 101 Connection beginning in Manchester, including 500 lin. ft. stock wire line fence, bid cost, $260; 5,100 lin. ft. 6' woven wire line fence, bid cost, $14,025; 15 post assemblies for fence, bid cost, $525.

N.J.—Proj. #CH-33(D), plans for construction at Rider College, Trenton, est., $985,000. Stephen A. Maurer, Bus. Mgr., 428 E. State St.—Proj. #CH-34(H), plans for construction at Atlantic City Hospital, Atlantic City, est., $245,000. J. T. Lindberg, Administrator, 1925 Pacific Ave.—Proj. #CH-17(D) and CH-27(D), plans for construction at Rutgers University, New Brunswick, est., $654,000 and $4,840,000. Kenneth R. Erfft, vice Pres.—Urban Renewal, 56-acre "New Point Road" project, Elizabeth, est., $1,544,666. Daniel J. Tracey, Jr., Exec. Dir., Elizabeth Redevelopment Agency, City Hall.

N.Y.—Proj. #CH-141, plans for construction at the College of New Rochelle, New Rochelle, est., $1,334,000. Mother Mary Peter Carthy, Pres.—Proj. #CH-140(DS), plans for construction at Alfred University, Alfred, est., $1,254,000. E. K. Lebohner, Treas.—Proj. #P-3069, plans for construction of sanitary facilities, Winthrop, est., $230,000. Clyde P. Flint, Town Supervisor, Town of Stockholm, Winthrop.—Urban Renewal, 13-acre "Downtown" project, Little Falls, est., $1,114,000. James J. Welch, Dir., Urban Renewal Dept., City Hall.—Urban Renewal, 17-acre "Lower Main Street" project, Ossining, est., $1,720,780. Jesse A. Collyer, mayor.—Urban Renewal, 13-acre "Goldens Bridge" project, Lewisboro, est., $326,100. John J. S. Mead, Town Supervisor.—Urban Renewal, 36-acre "West End" project, Rockville Center, est., $1,678,252. Howard M. Snell, Dir., Urban Renewal Program, 66 N. Village Ave.—Urban Renewal, 73-acre "Hempstead Center" project, Hempstead, est., $4,369,991. William O. Gulde, mayor, 99 Nichols Ct.

OHIO—Urban Renewal, 96-acre "Erieview No. 1" project, Cleveland, est. net cost, $15,455,831. James M. Lister, Dir., Dept. of Urban Renewal & Housing, City Hall.—Proj. #CH-121(DS), plans for construction at Miami University, Oxford, est., $1,050,-000. John D. Millett, Pres.—Award by Eastern Ocean Corps of Engineers, to the Marleau-Hercules Fence Co., Toledo, for electrically controlled cantilever gates, bid cost, $6,146.—Urban Renewal, 38-acre "Wilson Avenue Project No. 1," Campbell, est., $660,097. Andrew J. Hamrock, Urban Renewal Dir., 3126 Wilson Ave.—Urban Renewal, 74-acre "Ironville" project, Toledo, est., $974,533. James H. Brubaker, Dir., Urban Renewal Agency, 565 N. Erie St.

OKLA—Proj. #PFL-173, plans for construction of sanitary system, Boswell, est., $99,000. Webster Clay, mayor.—Invitation for bids, by Bureau of Reclamation, for about 10 miles barbed wire fencing, fish and wildlife enclosure, near Fort Cobb. L. W. Hill, regional director, P.O. Box 1609, Amarillo, Tex.—Proj. #34-CH-22(D), plans for construction at Oklahoma Christian College, Oklahoma City, est., $225,000. Dr. James O. Baird, Pres.

MORE—Page 29

INSTALLED or DO-IT-YOURSELF...

IMPERIAL CLOSE WOVEN FENCE — Custom styling and Craftsmanship at ready-made prices for thrifty homeowners. Exclusive DUBOIS Warranty issued **each customer** guarantees fence 20 Years against rot, termites, decay.

HOBBIE HOUSE — Ideal as poolside dressing room, for patio storage, as toolhouse. Williamsburg Colonial style finished in Cabot's brown stain, white trim. Dutch Door and window pre-installed. America's finest small utility building at real savings!

SUBURBAN POST-&-RAIL FENCE — 10 ft. sections, select 100% Penta-Protected smooth cypress, half round for economy. Outlasts cedar 2 to 1 — costs less, too!

LITE POLE — 8 ft. high treated wood post, complete with 3" lamp collar, center cable hole.

Write for FREE Catalog — Over a dozen styles

DUBOIS

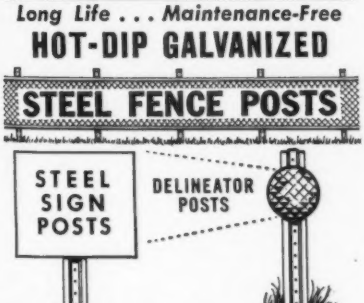
Finest in Fencing Since 1901

DUBOIS Fence & Garden Co.
342 Madison Ave., New York 17, N. Y.
Franchises available for qualified dealers.

Long Life . . . Maintenance-Free

HOT-DIP GALVANIZED

STEEL FENCE POSTS



The perfect posts for Interstate highway fencing and signing projects. Precision-made to meet State and Federal specifications. Available in all weights...galvanized or painted. Special fabrications made to your order. Also **Super-Bond Reinforcing Bars** for footings.

For prompt, courteous service, samples or information, write or call:

MISSOURI ROLLING MILL CORP.

Dept. FI • 6800 Manchester • Mission 5-3500
St. Louis 10, Mo.

AWARDS—from Page 28

ORE—Proj. #P-3068, plans for construction of Junior high school, Eugene, est., $732,000. Tom Powers, Supt.—Proj. #P-3067, plans for improvements to sanitary system, Newport, est., $344,000. F. E. Gilkey, mayor.

PA—Proj. #P-3250, plans for construction of sanitary system, Latrobe, est., $3,044,435. Robert W. Kremer, Authorized Representative.—Proj. #CH-130(H), plans for construction at Westmoreland Hospital, Greensburg, est., $714,000. E. Reid Caddy, 525 W. Pittsburgh St.—Proj. #P-3261, plans for construction of sanitary system, Southampton, est., $3,700,000. William D. Lynch, Township Chmn.—Proj. #P-3251, plans for construction of sanitary system, Liberty, est., $713,000. Louis Wunderly, Chmn., Liberty Borough Sewer Authority, McKeesport.—Proj. #P-3256, plans for construction of sanitary system, Terre Hill, est., $494,000. H. H. Gehman, Pres., Borough Council.—Proj. #P-3252, plans for construction of sanitary system, Dauphin, est., $240,000. Carl B. Urich, Borough Sec'y., P.O. Box 96.—Proj. #P-3253, plans for construction of sanitary facilities, Patton, est., $627,000. George E. Gold, Pres. Borough Council, 918 Palmer Ave.—Urban Renewal, 21-acre "East Gate" project, Monessen, est., $1,478,205. George Yocos, Exec. Dir., Monessen Redevelopment Authority, 512 Schoonmaker Ave.—Urban Renewal, 101-acre "East Liberty-Section A" project, Pittsburgh, est., $11,042,800. Robert B. Pease, Exec. Dir., Urban Redevelopment Authority, 200 Ross St.—Urban Renewal, 86-acre "Liberty Sassafras" and 547 "Central City" projects, Erie, est., $1,921,833 and, for the first project only in "Central City," $2,000,000. Thomas C. Hoffman, Exec. Dir., Redevelopment Authority, 604 State St.

PUERTO RICO—Proj. #CH-15(D), construction at the University of Puerto Rico, San Juan, est. $400,000. Jaime Benitez, Chancellor.

TEX—Proj. #CH-120(D), plans for construction at Sam Houston State Teachers College, Huntsville, est., $1,931,000. Harmon Lowman, Pres.—Proj. #P-3095, plans for improvements to existing sanitary system, Commerce, est., $324,686. R. A. Rix, mayor.—Urban Renewal, 435-acre "South Donna" project, Donna, est., $494,000. Maurice Bell, Chmn., Urban Renewal Agency.

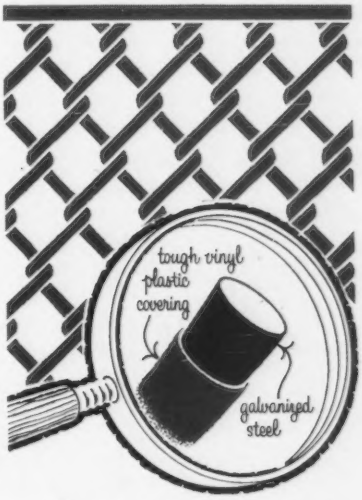
UTAH—Proj. #P-3017, plans for construction of storm drainage system, Ogden City Corporation, Weber County, est., $1,500,000. C. R. Kimball, city engineer.—Proj. #P-3020, plans for construction of storm drainage system, Layton, est., $240,554. G. W. Fairholm, City Administrator.

WASH—Proj. #P-3119, plans for construction of sanitary system, Mukilteo, est., $283,500. Richard Taylor, mayor.—Proj. #P-3118, plans for acquisition and extension of existing water system, Birch Bay, est., $628,420. William Vogt, Chmn., Whatcom County Water Dist. No. 5.—Proj. #P-3072, plans for improvements to sanitary system, Blaine, est., $313,700. Wynn Haws, mayor.—Proj. #P-3120, plans for construction of water system, Mount Vernon, est., $935,000. Fred J. Ovenell, mayor.—Proj. #CH-39(D), plans for construction at Seattle University, Seattle, est., $2,690,000. The Very Rev. A. A. Lemieux, Pres.—Proj. #P-3107, plans for construction of sanitary system, in Snohomish County, est., $835,900. George E. Holt, Chmn., Lowell Sewer Dist., P. O. Box 172, Pinehurst.—Proj. #PFL-72, plans for improvements and extensions to existing water system, Yacolt, est., $95,000. Gerald J. Murphy, mayor.

WIS—Proj. #CH-57(D), construction at Ripon College, Ripon, est., $370,000. W. J. Hannon, comptroller.

BEAUTY-LINK

NEW PLASTIC-COVERED CHAIN-LINK FENCE IN COLOURS



Sells on Sight!

Because contemporary colours are built-in-for-a-lifetime into the plastic covering. Can't rust, corrode, fade or stain.

Sells on Price!

Because Beautylink is priced to sell for only pennies more than ordinary uncoated galvanized fencing.

Beautylink is made in 12, 11 and 9 gauge sizes, with 1¼", 1½" and 2" mesh, knuckled or barbed, in heights of 36" 42" 48" 60" and 72". Colours are these: Sunrise Yellow, Forest Green, Alabaster White, Aqua Blue, Coral Pink and Charcoal. Immediate shipment from stock in most sizes and colours.

BE FIRST IN YOUR AREA TO WRITE FOR DETAILS ON OBTAINING A BEAUTYLINK DEALERSHIP

Manufactured in Canada by

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FENCE AND WIRE LIMITED
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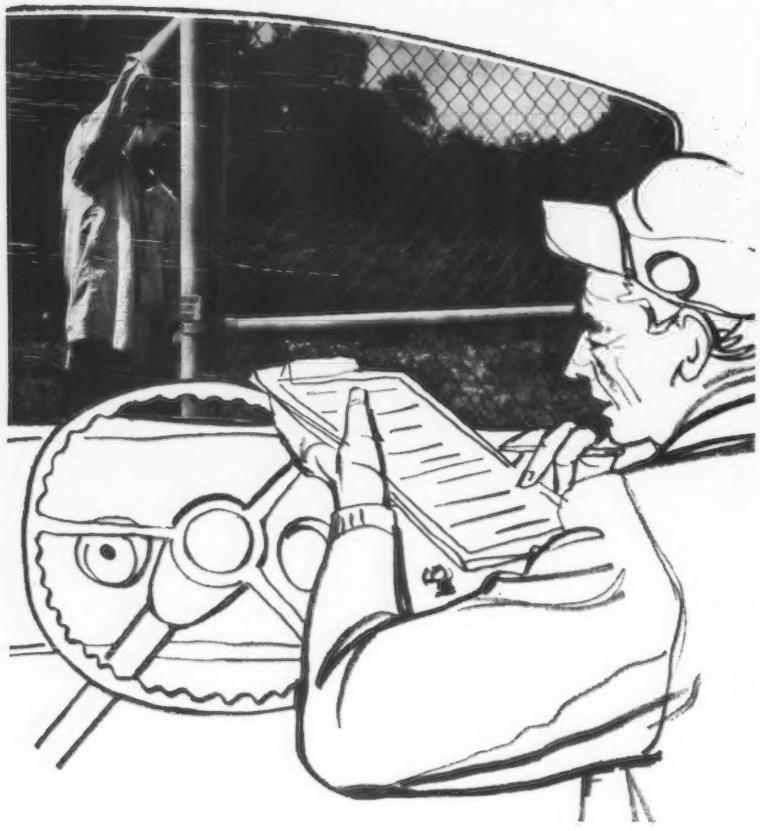
A wholly-owned subsidiary of Standard Wire & Cable Limited

High costs preventing low bids?

Get FOSTER structural fence pipe . . . PLUS



The PLUS is in the savings! With Foster Structural Pipe for fence posts and rails you save two ways: material costs are lower; and, because Foster will cut your pipe to exact length, *you'll* cut fabrication and installation costs!

Foster Structural Pipe is full strength *new* mill pipe, 100% visibly round and sound. It's available in all standard wall thicknesses, black or galvanized, complete with top rail sleeves.

To meet all fence specifications Foster can supply every type of pipe, including Prime Tested Steel Pipe, Lightweight Pipe, Thinwall Steel Tubing in standard pipe sizes, and Aluminum Pipe and Tubing.

For all your pipe needs, call the Foster specialist near you, or write **L. B. Foster Co.** for Stock List FI-5, Pittsburgh 30, New York 7, Chicago 4, Houston 2, Los Angeles 5, Atlanta 8, Cleveland 35.

Faster From Foster

Pipe · Valves · Fittings · Piling · Rail

News Items . . .
Timely and Informative

Charles W. Boyle, formerly Pacific Coast sales manager for Wheatland Tube Co., 1300 Bankers Securities Bldg., Philadelphia 7, Pa., died Mar. 23, after a short illness.

California Redwood Association, 576 Sacramento St., San Francisco 11, Calif., has issued a 16-page booklet—the all-new edition of "Garden Redwood," featuring outdoor living structures, including fences.

Cedar Fence & Patio Supply, P. O. Box 102, Magalia, Calif., reports that it is now manufacturing pre-cut pecky cedar fencing.

Fence Contractors Association, Inc., P. O. Box 4009, Terminal Annex, Los Angeles 54, Calif., held another of its monthly meetings last month, when a report on the license-permit problem was made.

The Materials & Services Division of the American Road Builders Association, World Center Bldg., Washington 6, D. C., recently elected S. James Duncan as its president. He is manager of highway sales for the International Salt Co.

Montgomery Ward & Co., 619 W. Chicago Ave., Chicago 7, Ill., has established a new sales department to negotiate contracts for merchandise, supplies, and equipment—for contractors, builders, large business firms, public and private institutions, and government agencies. The program is being introduced initially through 57 of the company's large retail stores.

The San Francisco Board of Supervisors, San Francisco, Calif., has authorized the construction of a 45-foot high, 122-foot wide redwood fence at a cost of $45,000. The fence will be installed back of centerfield at Candlestick Park, home of the San Francisco Giants baseball team.

Smith-Fisher Corp., Owosso, Mich., has consented to a Federal Trade Commission order forbidding it to use false effectiveness and guarantee claims to sell its "Super Atom Charger"—a device used to charge wire fences electrically. The concern was charged in FTC's complaint last year with falsely advertising that its product would effectively and safely charge 50 miles of fence without insulators.

The Wood Preserving Division of Koppers Co., Inc., Pittsburgh 19, Pa., has appointed Ralph H. Bescher to the post of assistant vice president. He will continue to be assistant to the Division general manager, Douglas Grymes.

News Items . . .
Timely and Informative

MORE NEWS—Page 24

Air Reduction Sales Co., 150 E. 42nd St., New York 17, N. Y., recently opened two new air separation plants, at Tampa, Fla., and Baton Rouge, La.

The Colorado Fuel & Iron Corp., 361 Delaware Ave., Buffalo, N. Y., has installed the last leg of a new 69,000-volt electric transmission line as part of a $2.2 million electrical facilities expansion program at its Pueblo, Colo., plant.

A decorative precast concrete fence is being erected around an 80-acre residential area, known as Cherry Creek Village, in the metropolitan area of Denver, Colo.

Fencing will be among the products to be exhibited at the Industrial Exposition in Stuttgart, West Germany, Aug. 18-28, in connection with the Federal Garden show held Apr. 28-Oct. 15.

A Flint, Mich., firm which handles chain link fencing, among other things, the Cole Window-Awning & Siding Co., recently opened a branch office at 2921 S. Washington, Saginaw, Mich.

Kagan-Dixon Wire Corp., 600 Blair Rd., Rahway, N. J., recently announced a price reduction on its aluminum chain link fence ties and utility wire.

Marleau-Hercules Fence Co., 3600 Detroit Ave., Toledo 12, Ohio, recently was awarded a $6,146 contract for four electrically controlled cantilever gates, to be shipped to Livorno, Italy, for use at a military installation.

The Virginia Department of Highways announced two recent highway resident engineer changes. T. Mills Spencer is now resident engineer at Abingdon, and is in charge of all roads in Washington and Smyth Counties. John E. Inabinet is now resident engineer at Harrisonburg, for roads in Rockingham County.

Calendar of Trade Show Events

Industrial Building Exposition & Congress, Sept. 25-28, New York Coliseum, New York City. Management: Clapp & Poliak, Inc., 341 Madison Ave., New York 17, N. Y.

Western Building Industries Exposition, 2216 S. Hill St., Los Angeles 7, Calif. First annual trade show Oct. 7-10, in Los Angeles.

National Retail Lumber Dealers Association, 302 Ring Bldg. Washington 6, D. C., will hold its eighth annual Building Materials Exposition, November 4-7, at McCormick Place, Chicago.

set a new profit pace with PACE-SETTING . . . Panel-Vent

America's most glamorous all-steel fence

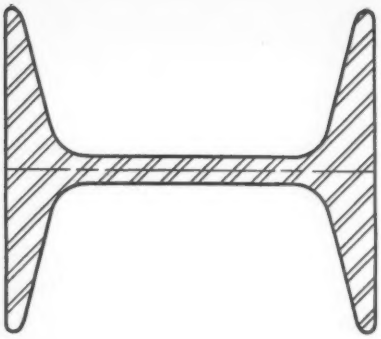
This year Panel-Vent sales will hit an all-time high, because Panel-Vent is the one product that meets all the demands of style-minded architects and home owners. Panel-Vent combines beauty, privacy and economy with the long life and low maintenance of quality all-steel construction.

Construction is of the finest galvanized spring steel, enhanced with a choice of baked enamel finishes. Three distinct styles in five popular heights fill every conceivable need for beauty, versatility and long-life.

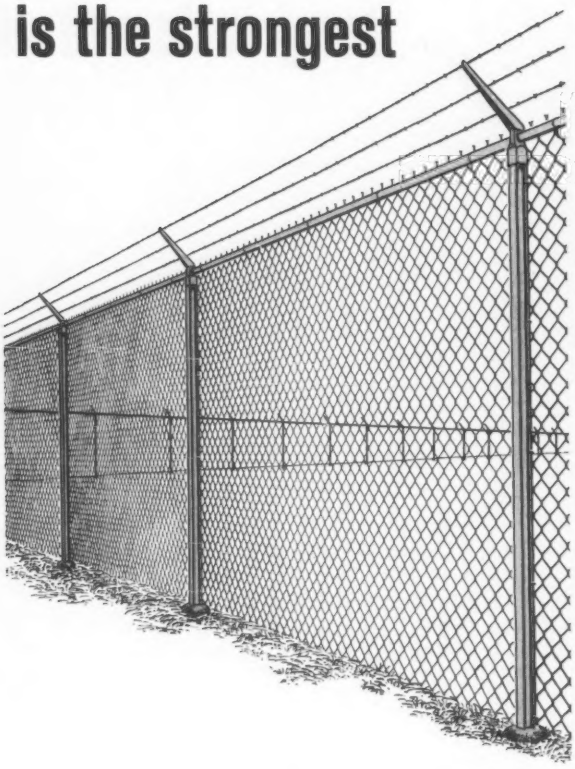
Now is the time to cash in on the rapidly growing popularity of this new idea in fencing. Panel-Vent is nationally advertised and distributed. Write today for details of the fabulous new Panel-Vent dealer plan.

Panel-Vent ALL PRODUCTS COMPANY

ALL PRODUCTS COMPANY, DEPT. C MINERAL WELLS, TEXAS



H-post construction is the strongest



Build quality into your fence construction with CYCLONE H-POSTS, the only post specifically designed for Chain Link Fence. • CYCLONE H-POSTS are available for immediate shipment in three standard sizes . . . 4.1#, 2.7# and 2.2#. Order galvanized cut to standard post length to avoid waste and eliminate your cutting time. • Cyclone also manufactures a complete line of QUALITY FENCE FITTINGS. • Call your local Cyclone representative today for prices and complete information or write to Cyclone Fence, 614 Superior Ave., N.W., Cleveland 13, Ohio. USS and Cyclone are registered trademarks

American Steel & Wire Division of United States Steel

Cyclone sales offices coast to coast

RED GIANT

PRE-CUT

Redwood Fences

All parts pre-cut to proper dimensions and smoothly finished, with nails and aluminum caps included. Orders shipped promptly; special designs on request.

RED GIANT TIMBER
4231 PENN.
KANSAS CITY 11, MO.

Easier to install, less labor costs and more certain profits with our pre-cut Redwood fences! Many styles, all carefully selected heartwood of "clear and select" C. R. A. grades or better. Your customers will be more than pleased with Red Giant fences; they'll be delighted.

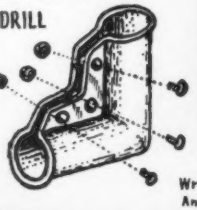
SAVE
WITH
CARNAHAN FITTINGS!

BARB WIRE ARMS COMPLETE 1⅝" x 1⅜" .48
RAIL ENDS 1⅜" .06

HEAVY LOOP TOPS 1⅝" x 1⅜" .. .09

GATE CORNER
Under actual test labor saved has even exceeded 50%.

NO HOLES TO DRILL
NO RIVETS
FITS 1⅜" O.D. PIPE
• COMPLETE WITH BOLTS



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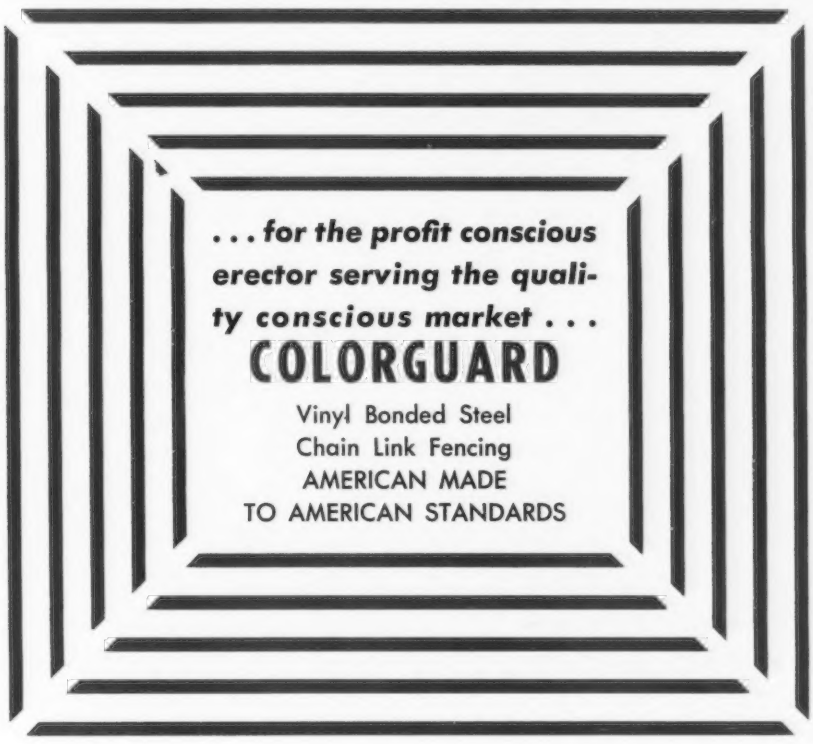
Carnahan Fence Fittings

2155 So. Campbell • Springfield, Missouri

AMERICAN MADE • OPEN HEARTH STEEL CORE
PURE ZINC GALVANIZED TO ASTM STANDARDS
DOUBLE PROTECTED WITH EXCLUSIVE VINYL-BOND EXTRUSION
VARIETY OF LONG-LIFE SPARKLING COLORS
MAINTENANCE FREE • CANNOT RUST OR CORRODE
MUNICIPALLY APPROVED • HOUSEWIFE APPEAL
12, 11, 9, and 6 GAUGE • NON-CLIMBABLE SMALL MESH
STANDARD TWO-INCH MESH AND CUSTOM SPECIALTIES

AMERICAN MADE TO AMERICAN STANDARDS



CAN YOU MATCH THESE PROFIT ADVANTAGES?

- 20% Higher profits per installation.
- Complete merchandising kits.
- Prices competitive with regular chain link fencing.

Territories available for qualified distributors. • **SELLS ON SIGHT! THE PRICE IS RIGHT!**

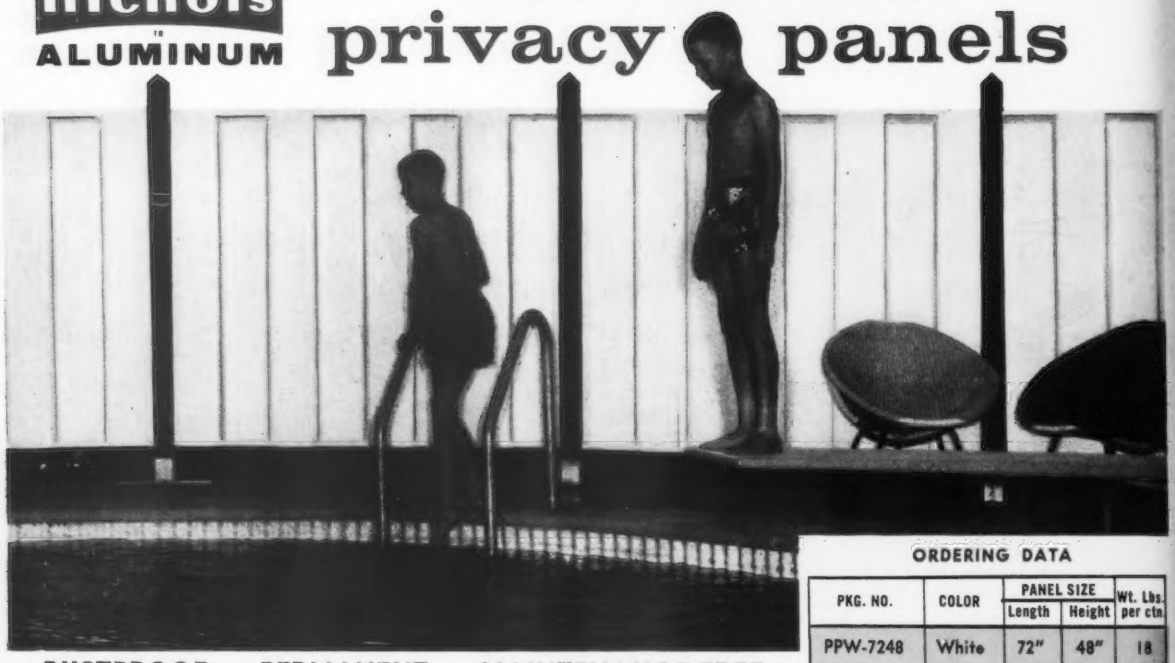
COLORGUARD CORPORATION

35 West 53rd Street
New York 19, N. Y.
Tel. Circle 7-3853
Factory: Jersey City, N. J.

the New Look in Outdoor Living

nichols ALUMINUM

ALUMINUM privacy panels



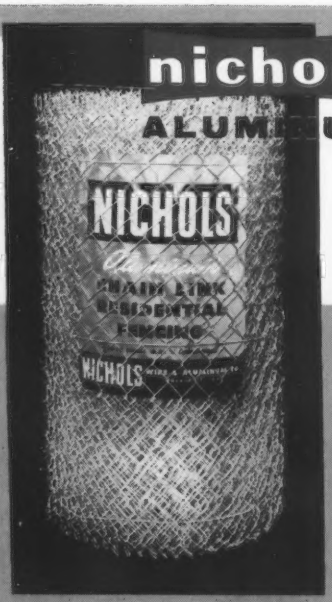
RUSTPROOF PERMANENT MAINTENANCE-FREE

- Provide maximum privacy for pools, yards and patios
- Screen out undesirable views
- Smart modern design panels harmonize with any architectural style
- Louvered for beauty, rigidity and ventilation
- White baked enamel finish — 4, 5 and 6 ft. heights
- Easy to install — all hardware included

ORDERING DATA

PKG. NO.	COLOR	PANEL SIZE		Wt. Lbs. per ctn
		Length	Height	
PPW-7248	White	72"	48"	18
PPW-7260	White	72"	60"	20
PPW-7272	White	72"	72"	22

Each carton contains 8 panels, each 9" wide and 2 tubular cross bars each 72" long, complete with screws, brackets and instructions for erection.



Beauty Guard 1" MESH ALUMINUM CHAIN LINK fence

The Finest, Most Attractive Residential Fence
Compliments any Landscape and Architectural Style

NEW SALES APPEAL
Attractive 1" mesh provides new beauty and climb-proof safety

STRONG
New high strength aluminum alloy

RUSTPROOF
Retains its beauty indefinitely

MAINTENANCE-FREE
No costly painting ever. No protective coating to wear or chip.

Be the first in your locality to install this profitable, easy-to-sell new fence with outstanding sales appeal.

ALSO AVAILABLE IN 1½" AND 2" MESH IN ALL POPULAR HEIGHTS

Use NICHOLS Maintenance-Free Rustproof ALUMINUM FENCE TIES, UTILITY WIRE and BARBED WIRE

NICHOLS WIRE & ALUMINUM CO., DAVENPORT, IOWA

Branches to serve your needs are strategically located from coast to coast